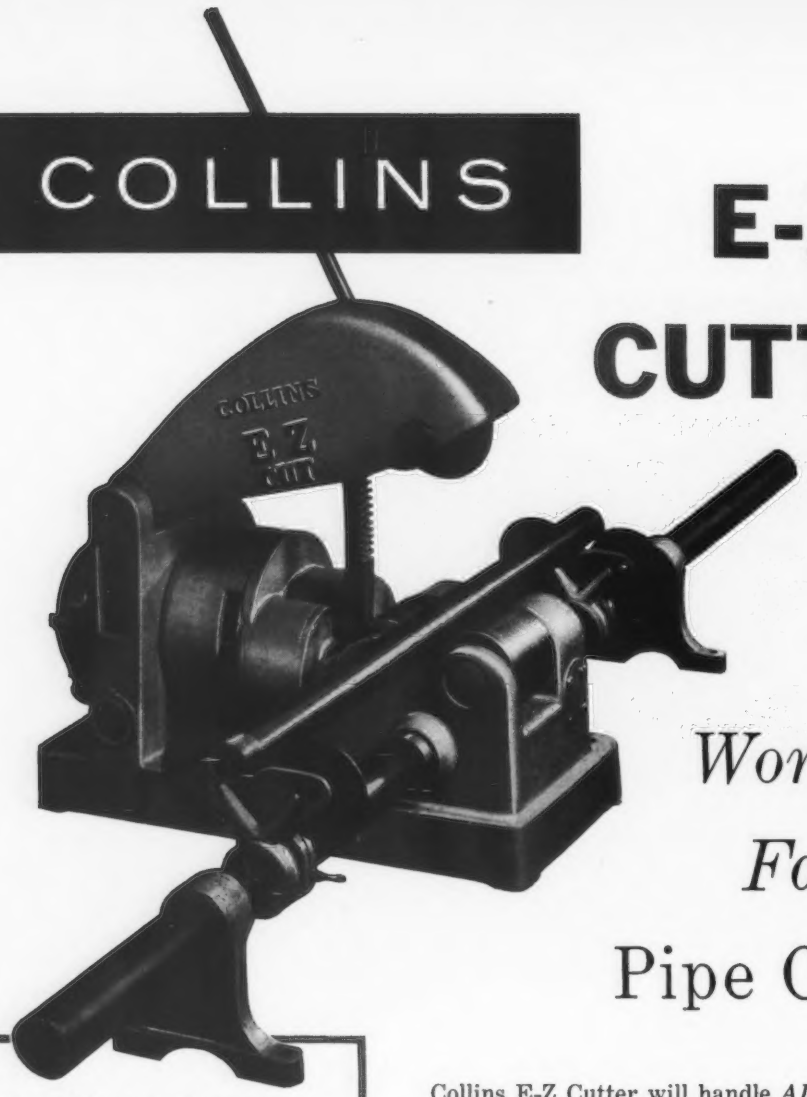
Fence Industry

TRADE NEWS

JUNE 1961 • The Journal for All Fence Erectors and Suppliers • 60¢ per COPY

COLLINS E-Z CUTTER



World's Fastest Pipe Cutter

COLLINS E-Z CUTTER

...handles all work ranging from 3/8" to 2 1/2" I.D. pipe, 5/8" to 4 1/4" O.D. tubing. 3/8" O.D. tubing can be cut if required by moving the cutting head forward with adjusting screws as provided. Adjustable roller-type supports allow any length pipe to be cut and a convenient foot control switch leaves the operators hands free, speeding up actual cutting operation.

STANDARD UNIT

...includes one 115 volt, 60 cycle, single phase AC-DC geared-head motor (220 volt, 60 cycle, single phase, optional) Heavy-duty foot switch; high speed tool steel cutter wheel, roller-type pipe supports.

Collins E-Z Cutter will handle *ALL* your cutting jobs ...on a production basis...pipe, tube, conduit.

Compact and light weight*...it gives portability on the job or in the shop.

Power-driven rollers revolve the pipe...the cutter is *always* revolving and because it does not wear in one spot, the cutter has *longer* life.

**weighs only 100 lbs.*

A demonstration by your jobber will convince you that Collins E-Z Cutter is the best answer to your cutting problems.

MANUFACTURERS OF
precision threading and cutting machines

COLLINS MACHINERY CORPORATION

955 MONTEREY PASS ROAD, MONTEREY PARK, CALIFORNIA | PHONE ANGELUS 8-1381

GET VOLUME SALES THIS SUMMER!

Sell Westmoreland 'Executive' Fence

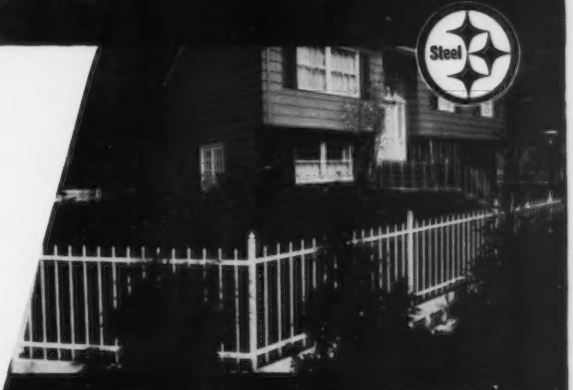
Vinyl-Coated, Galvanized Tubular Steel Picket Fence

BRAND NEW MONEY MAKER!

First *really* new product in the home improvement field in years. Economically priced!

NATIONALLY ACCLAIMED!

The 'Executive' Fence is being featured in the "House On The Roof" display atop a Pittsburgh department store—sponsored by U.S. Steel Corp. and the National Assoc. of Homebuilders.



Looks and Endures Like Wrought Iron ...COSTS FAR LESS!

Available black or white, factory-finished with Glidden All-Weather Vinyl Coating for utmost freedom from maintenance. Standardized light 6-ft. sections come in 42 or 48-inch heights. Pre-fabricated, shipped with all hardware and instructions for fast, easy installation. Gates shipped assembled. Solid cast iron finial trims available—plain and bird design.

COMPLETE SALES PROGRAM!

A complete distributor-dealer sales program, backed by national advertising and publicity, makes it easy for you to sell the 'Executive' Fence.

Profitable Distributor Territories Still Available. Act Now!

Join the many distributors and dealers already enjoying the unusually high profits from sales of this beautiful, long-life fence!

Westmoreland
Metal Manufacturing Corp.
237 Jacksonville Ave. • Hatboro, Penna.

Vol. 4
No. 6

Fence Industry
TRADE NEWS

JUNE
1961

The Journal of all Fencing and Erecting

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NOTICE!

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When Will It Stop?

How much government control, precisely, *how much* government intervention is required to make a nation "socialist"? Conversely, at what point, precisely, must government control and intervention stop if the nation is to be called "free"?

That is why, consciously or subconsciously, the business community of the U.S.A. is vitally concerned with the encroachments of government on the private enterprise sector of a free, democratic nation—the nation rated as the leader of the Free World.

Some businessmen, surely, have asked themselves if the phrase, Free World, is not misleading and therefore open to misinterpretation among the "emerging" peoples of the world (Africa, Asia, Latin America), whose educational level, along with their standard of living, is far below that of the U.S.A.

The truth is, in free, democratic U.S.A., many restraints are imposed upon the behavior of its citizens and its businessmen. We all know this, but for the emerging peoples it is a rather complex idea to grasp. So when they hear how we, too, "socialize" some parts of our economy, they are confused. We know the difference, but *they do not*.

The emerging peoples of the world, if they are to choose "freedom," must be made aware of the difference—in such a way that *they* understand the difference. The propaganda machinery of the free world, it is widely admitted, is not as effective as that of the Communist world. This must be rectified in our favor.

Ponder this: "The shattering of old systems is releasing the pent-up energies of peoples awakening from centuries of stagnation. The existence of an aggressive Communist power center has given the emerging peoples an *illusion* that they have a free choice of relying upon the assistance of either the Western World or Moscow, and that *there is little difference between them*." These are the words of George W. Ball, Under Secretary of State for Economic Affairs, in a recent speech delivered to the American Society of International Law.

If the emerging peoples of the world have this illusion, it is the mission of the U.S. government to shatter the illusion and to substitute the truth. To do this, obviously, requires that we institute a crash program to make the truth known about the differences between the U.S.A. and Communist countries.

The truth is, of course, that the U.S.A. today is a mixture of private enterprise and government-enterprise. We understand that mixure and live with it. But what persistently dogs the businessman is the *drift* of more and more government-enterprise and control. When will it stop and where? Is it not time to put *limits* on how much control government may exercise? The business community's answer, we believe, is overwhelmingly—Yes!

At a time like this it is well to remind ourselves, in perspective, that the private enterprise "free" economy of the U.S.A. has been a major factor in bringing about the highest standard of living, throughout an entire nation, that the world has ever known.

The incentive driving force behind this fact—"making a profit"—need not, therefore, be considered dirty words. The business community of the U.S.A. need make no abject apologies for its past or present activities. We have set standards which the very countries who fight our ideologies have set their goals to reach. The free enterprise system, with present checks and balances, still offers the world the greatest opportunities for better living standards, education, and progress. We must protect this system and continue to improve it. Unless we protect it, even from our own government, we can also expect to find "freedom of speech" a dirty phrase as an eventuality.

News Items . . .
Timely and Informative

MORE NEWS—Pages 8, 14, 26, 27, 29

Vinyl-Coated C/L In Colors Now Manufactured In U.S.A.

Colorguard Corporation, 35 West 53rd Street, New York 19, N. Y., (their factory in Jersey City, N. J.,) is the first U.S. firm to manufacture vinyl-bonded steel chain link fabric in colors, according to Edmund S. Rose, president and William J. Solloway, v.p.

The company have readied their production facilities in Jersey City for volume production and have installed the most modern high-speed equipment to be found anywhere in the world today, according to Mr. Rose.

Annual productive capacity is expected to exceed $2 million of vinyl-clad c/l at plant prices and other types of ornamental fencing. The plant will be completed to produce the end-products from basic steel to finished fencing materials.

While in the process of establishing distribution channels, the company is producing for immediate delivery, vinyl-bonded c/l fabric in colors; 12, 11, 9 and 6 gauge in standard 2" and small mesh. Distributorships are being made available to qualified concerns. A progressive dealer aid and advertising program is part of the present program.

California Association Active

The Fence Contractors Association, P.O. Box 4009, Terminal Annex, Los Angeles 54, Calif., has been discussing the possibility of forming a labor pool at some of its recent meetings.

Objective of the pool would be to keep good employees working—if one employer is not busy, he can *loan* a worker to another employer who is. In this way, it is hoped, good employees can be kept in the trade.

Rupert F. Thompson, the association's executive secretary, says it will take considerable time to work out a labor pool that is practical and smoothly operating. It remains to be seen if it is feasible.

Thompson also reports that a meeting took place late in May for the purpose of forming a chapter of the Fence Contractors Association in the San Fernando Valley.

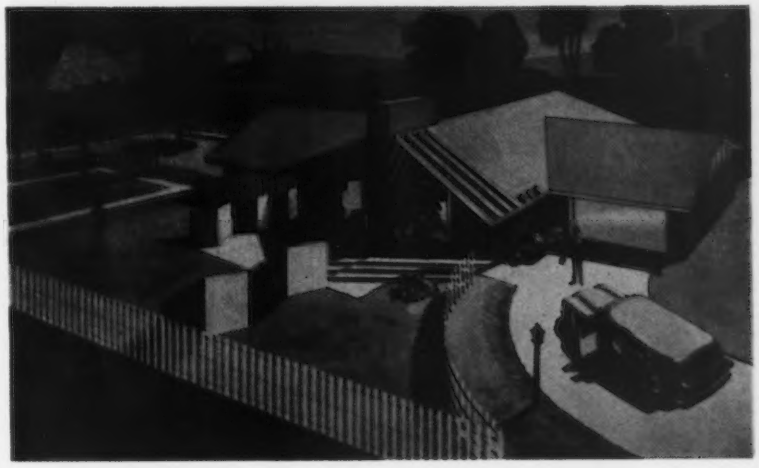
New Fence Manufacturer

Frank Bergman Enterprises, Inc., seven miles south of Chewelah, Wash., on Highway 395, is a new wood fence manufacturing plant operated by the partnership of Dick Bergman and his nephew, Steve Bergman.

It is reported that nailing of the finished fence is not required. Holes are drilled in the posts, depending on the number of rails, and the rails are fitted into the posts.

set a new profit pace with PACE-SETTING . . . Panel-Vent

America's most glamorous all-steel fence



This year Panel-Vent sales will hit an all-time high, because Panel-Vent is the one product that meets all the demands of style-minded architects and home owners. Panel-Vent combines beauty, privacy and economy with the long life and low maintenance of quality all-steel construction.

Construction is of the finest galvanized spring steel, enhanced with a choice of baked enamel finishes. Three distinct styles in five popular heights fill every conceivable need for beauty, versatility and long-life.

Now is the time to cash in on the rapidly growing popularity of this new idea in fencing. Panel-Vent is nationally advertised and distributed. Write today for details of the fabulous new Panel-Vent dealer plan.

Panel-Vent ALL PRODUCTS COMPANY

ALL PRODUCTS COMPANY, DEPT. C MINERAL WELLS, TEXAS

Home builders and contractors are selling fencing in package deals as part of the extras to new home buyers. This trend is on the increase. Alert fence dealers aware of this trend are cashing-in on these developments. Suggestion: don't overlook this potential in your area. The potential: mass installations; better prices to buyers; smaller margin with higher profit volume.

Competition will be rougher for smaller fabricators in 1962. More large firms in the multi-million $ bracket are planning to enter or now engaging in the fence industry. Aluminum will make big strides, ditto plastic-coated. Their success will depend on strong planning and promotions, outside sales effort. Won't succeed without it.

It won't be long before fence buyers are enticed by new styles, designs, ornamental decorations and cabinetry. Progressive manufacturers are investigating the possibilities. Look for new developments in early '62, that is, if business swings upwards. More dealers are taking on fiberglass. Colored panels and decorative effect making a lot of easy sales; also sells a lot of wood frames and posts.

The 1960-61 recession is over—according to most government officials and business analysts. Expectations are that the gross national product (GNP) will keep rising to approximately a $530 billion rate by year's end. Warning: GNP reflects totals, hence big increases in government and defense spending could boost total heavily, but still leave pockets of recession-economy in some areas.

Recovery from recession, however, will be spotty. For example, retail sales in April were down one percent from March, five percent below April 1960—after having risen for three consecutive months. Also in April, homebuilding activity fell six percent below March, seven percent below the year-ago level—after having risen for two consecutive months.

Our own prognostications for the year's end are that there will be a general slackening off that will be close to, but not as severe as the last quarter of 1960. (In this we desire to be in error.) We can see no definite indicators that call for a big upswing in business at this time. The best panacea would be a reduction in taxes—put more spending into pay envelopes.

Many indicators show upward push. Steel output has been rising steadily for about three consecutive months—first four month's of '61 production totaled 27.3 million tons. The Industrial Production Index jumped three points (April over March). Inventory build-ups are on the increase. Durable goods manufacturers' sales and new orders each rose four percent (April over March). April sales were about five percent lower than a year earlier, while new orders were back to the year-ago rate. Some price cutting on raw materials during recent months is already ending, and prices are firming.

Highway construction received another shot in the arm with the release of $818 million for immediate spending—a boon to highway fence contractors. Since the beginning of 1960 there has been a trend toward stabilization of highway construction prices. First quarter of 1960 the highway bid price index stood at 134.4; first quarter of 1961, it read 133.4.

Look for little immediate improvement in the unemployment situation. In April, the unemployment rate stood at 6.8 percent of the labor force, down from 6.9 percent in March. Indications are that the May percentage (to be released in mid-June) will probably be little changed, and still over the six percent mark.

Unemployment may go below six percent by year's end says Ewan Clague, Commissioner of Labor Statistics. But to achieve Kennedy Administration's goal of four percent may take as long as mid-1963, he cautions. Secretary of Labor Arthur J. Goldberg points out that even if the four percent goal is reached, it will require, in the next 12 months, the creation of 7,000,000 jobs.

NEW FOR '61!

HABITANT FENCE

FEATURES
REYNOLDS ALUMINUM NAILS!

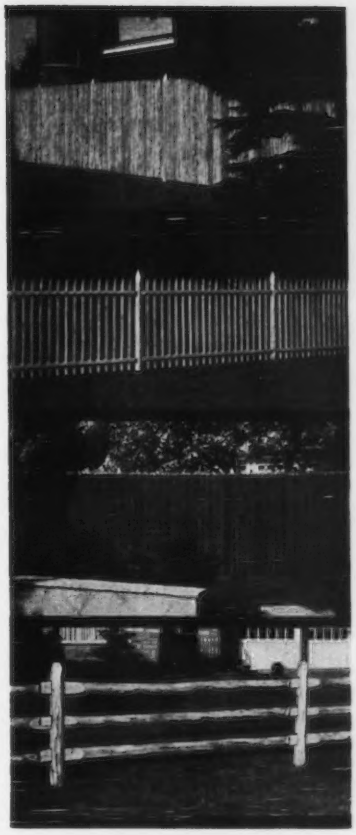
ANOTHER FIRST FROM HABITANT . . . the leader and the most respected name in wood fence. Now you can offer your customers all the beauty and character of wood fence — and guarantee its beauty for life, maintenance-free! No streaks, stains and discoloration from rusted nails! Habitant, with the most complete line of time-proved designs, now is more desirable than ever with weatherproof Reynolds Aluminum Nails. Note: Habitant Fence is regularly assembled with galvanized nails; aluminum nails when specified, per current price list.

Thirteen styles, factory-fabricated of Michigan White Cedar — in sections to exactly fit your ground plan. Fast, easy installation. Get those extra profits without inventory, without investment. Sell Habitant! The best known rustic fence in the country.

LIMITED DEALERSHIPS AVAILABLE. SEND FOR CATALOG AND DETAILS

HABITANT

HABITANT FENCE, INC., BAY CITY 6, MICHIGAN



DEFENDER STOCKADE

new style

PARK AVENUE "MILLED" PICKET

MACKINAW BARK PICKET

WESTCHESTER LAP RAIL

S M P

Southern Metal Products

P.O. Box 3246 New Orleans 17, La.

MFG. OF CHAIN LINK FENCE FITTINGS AND GATES

Call Collect . . . WHitehall 9-4424
Buy 200 lbs. — Get Free Delivery

QUALITY PRODUCTS THROUGH PROGRESSIVE ENGINEERING

"Tri-Set"®
POST ANCHOR

INEXPENSIVE UNIT WITH A HIGH PROFIT POTENTIAL. INSTALL IT OR SELL IT!

ASSURES A TRUER, FASTER and STRONGER POST SETTING.

SAVES TIME—LABOR—MONEY!

No costly equipment is required to set posts with "Tri-Set". EASY AS A-B-C. Dig post hole (or drive post). Place post with "Tri-Set" ring. Drive the blades. Tighten the ring. It's easy! "Tri-Set" is a tried, proved, engineered product.

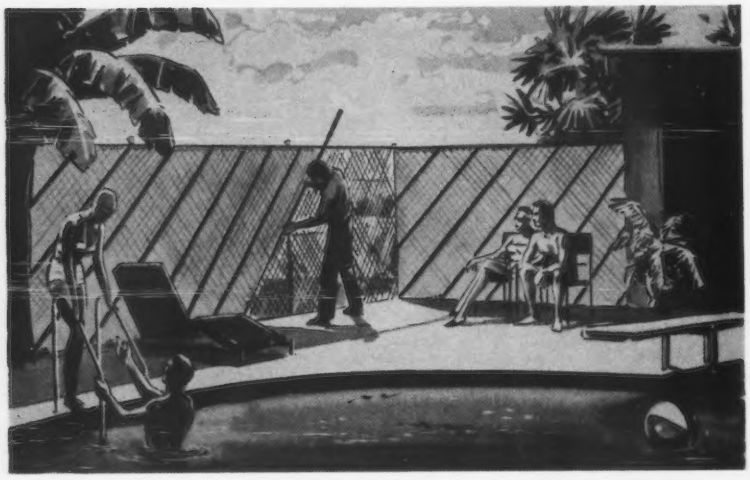
WRITE FOR COMPLETE DETAILS AND ILLUSTRATED BROCHURE.

NATIONAL FENCE PRODUCTS, INC.

4620 W. 54th St. — Tel. PO 7-9292 — Chicago 32, Ill.

give your PROFITS a 2-WAY BOOST with Panelweve*

The best profit-building new product to hit the fence industry in many years is Panelweve...because Panelweve helps you build volume and profits two ways.



NEW SALES TO OLD CUSTOMERS

Every owner of a chain link fence is a prospect for Panelweve. Inexpensive and easy to install, Panelweve aluminum pickets provide the glamor and privacy your chain link customers didn't think they could afford.

MORE SALES TO NEW CUSTOMERS

Sales volume goes up when you sell link fence plus Panelweve. This profit-producing combination gives your customers everything they want in a fence — beauty and glamor, plus the durability and low maintenance of steel and aluminum.

PANELWEVE has these built-in sales advantages:

- Exclusive "Lok-Top" design
- Made from spring-tempered Reynolds aluminum
- Lifetime finish in seven decorator colors
- Pre-cut to exact lengths
- Simple to install in any chain link fence
- Nationally advertised

* Pat. Pending

Distributed nationally by leading fence manufacturers. Write today for the name of your distributor.

Panelweve* "LOK-TOP" ALUMINUM PICKETS

ALL PRODUCTS COMPANY, DEPT. C MINERAL WELLS, TEXAS

News Items . . . Timely and Informative

MORE NEWS—Pages 5, 14, 26, 27, 29

Lincraft's New Fence Models

Lincraft, Inc., 400 E. Broad St., Burlington, N. J., recently added five new ornamental wood fence models to its line.

The Cape Cod, made of California redwood, comes in eight-foot sections, or two or three boards with four-by-four square aluminum-capped posts.

Cedar Post and Rail has round, smooth, straight cedar rails; two or three slip-joint rails with round posts; in nine-and-one-half foot sections.

The Rustic Spaced-Picket, with approximately three-inch spacing between pickets, comes in seven-foot sections, is made of northern white cedar.

Machine-Peeled Stockade, made of cedar in seven-foot sections, has half round pickets. Redwood Hurdle, in eight-foot sections, including two redwood posts, has decoratively fluted bars.

Early American Adds Dry Kiln

Early American Fence Co., Escanaba, Mich., is now operating a dry kiln—and finds that it is an effective means of saving money for its customers on shipping costs.

The kiln, fired with sawdust waste accumulated during the firm's fence-making activities, utilizes a 105 horsepower boiler. The company reports that an average of 16,000 pounds of moisture is removed from each kiln-load of fence.

Since the kiln holds four carloads of fence, this is a saving of about 4,000 pounds per carload in shipping costs.

Hardfacing Post Hole Augers

Air Reduction Sales Co., 150 E. 42nd St., New York 17, N. Y., has issued a 44-page booklet on hardfacing electrodes and wire. A cross-referenced, pictorial layout—in which all hardfacing materials are classified and illustrated according to use—makes it convenient to find information. Post hole augers are included in the section on hardfacing procedure for individual parts.

Saramar Enters Fence Field

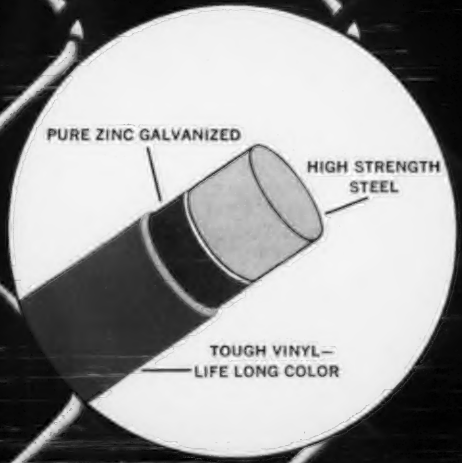
Saramar Aluminum Industries, 4021 Mahoning Ave., Youngstown, Ohio, late last month announced that it is forming a new industry in Youngstown—The Aluminum Fence Company of America. The announcement was made at a company-held meeting at the Mural Room Restaurant in Youngstown, and was attended by the press, and by company officials, headed by the firm's chairman of the Board, Marvin H. Itts.

PHOTO: ACTUAL SIZE, 12 GAUGE

Banish the Bare Metal Look

WITH **COLORBOND*** VINYL PROTECTED
STEEL CHAIN LINK FENCING

- NEVER FADES
- NEVER RUSTS
- NEVER CORRODES



Now you can have the Strength of Steel with the Warmth of Color in a Steel Chain Link Fence

IT'S AMERICAN MADE TO AMERICAN STANDARDS

- ENDS YOUR PROFIT SQUEEZE WITH HIGHER MARKUPS
- SELLS FASTER AND IN LARGER UNIT SALES
- COLONIZES REPEAT SALES THROUGHOUT THE NEIGHBORHOOD
- PLEASES THE WHOLE FAMILY

PROVE IT TO YOURSELF! WRITE FOR PROFIT SAVER LIST

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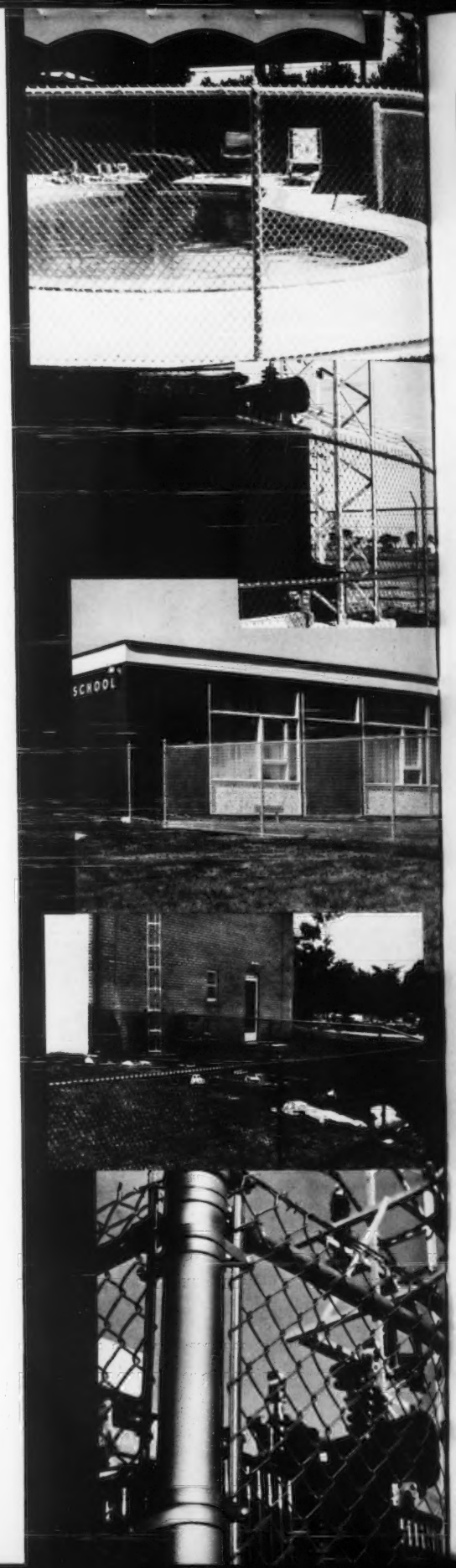
Beautify as you protect

WITH COLORBOND* CHAIN LINK FENCING



PROVE TO YOURSELF WITH

COLORBOND'S PROFIT CHECK LIST

- ☐ **COLORBOND*** fencing costs are competitive with galvanized chainlink fencing—costs **less** than aluminum.
- ☐ **COLORBOND*** is strong as steel—because it **is** steel, with hot-extruded vinyl-bond covering applied on galvanized wire before weaving
- ☐ **COLORBOND*** offers beautiful decorator colors—
  Turf Green ■ Aquamarine ■ Fresh Pink
  Bright White ■ Green and White ■ Aqua and White
  at no extra cost
- ☐ **COLORBOND*** offers hard selling, low cost merchandising kits containing fresh, sales-getting support for you throughout the community
- ☐ **COLORBOND*** installations can be financed through F.H.A. or local banks
- ☐ **COLORBOND*** is furnished in a popular range of gauges —12, 11, 9 and 6, in either standard 2" mesh or child-proof small 1¼" mesh. Knuckled or barbed tops in heights from 2'to 12'
- ☐ **COLORBOND*** is high strength open hearth steel wire galvanized with pure zinc to Type 1 American Society of Testing Materials Specifications.
- ☐ **COLORBOND*'S** extensive research tests prove that vinyl protected chainlink fence will not fade, rust or corrode **even** in salt spray or chemical atmospheres. Upkeep costs are banished forever. It will serve you well at—20°F or +160°F.
- ☐ **COLORBOND*** is municipally approved

  AND—
- ☐ **COLORBOND*** fencing is manufactured in Jersey City, New Jersey

PHONE—WRITE—WIRE TODAY!
FOR THE COLORBOND* PROFIT PACKAGE

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CORPORATION

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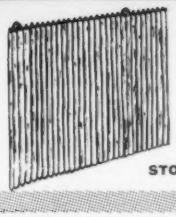
FACTORY: JERSEY CITY, N. J.

*PATENTS APPLIED FOR

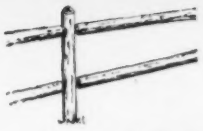
Authentic

EARLY AMERICAN RUSTIC FENCING

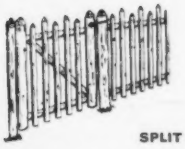
From Northern Michigan's White Cedar Forest
America's Most Durable Fence Wood



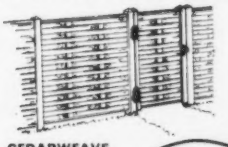
STOCKADE



ROUND RAIL



SPLIT PICKET



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BRANDED FOR QUALITY

You can influence customer decision with Early American Rustic Fence.

Superior Quality—skillfully crafted from select materials. Prompt Service—most orders shipped same day received.

Write today for brochure and price list.

EARLY AMERICAN FENCE CO.
SUPERIOR QUALITY • PROMPT SERVICE
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Fence Industry
TRADE NEWS

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Our 148 Page Directory Issue is now available to NEW subscribers. A one year subscription to FENCE INDUSTRY is $5. and includes Directory. A limited supply is available.

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The Directory alone is worth the total cost of your subscription. Why delay?

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Gentlemen:
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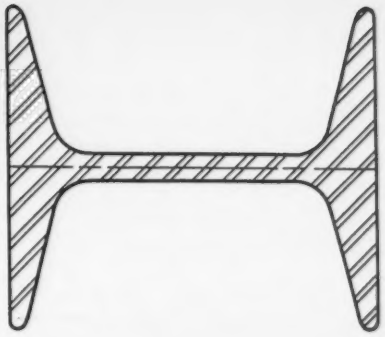
City, Zone, State_____

For the Fence Erector, Manufacturer and those serving this industry. PLEASE CHECK YOUR ACTIVITY.

ERECTOR ☐ MANUFACTURER ☐ DISTRIBUTOR ☐ CONTRACTOR ☐
EXPORTER ☐ IMPORTER ☐ SALES AGENT ☐ WHOLESALE ☐ RETAIL ☐



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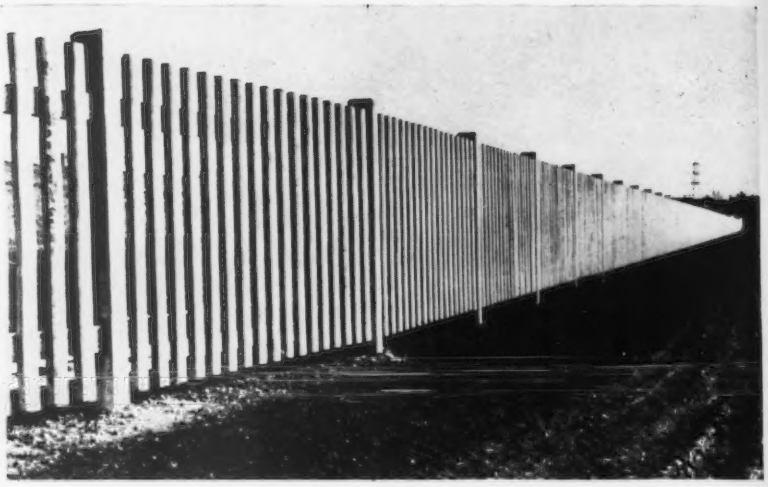
Build quality into your fence construction with CYCLONE H-POSTS, the only post specifically designed for Chain Link Fence. • CYCLONE H-POSTS are available for immediate shipment in three standard sizes . . . 4.1#, 2.7# and 2.2#. Order galvanized cut to standard post length to avoid waste and eliminate your cutting time. • Cyclone also manufactures a complete line of QUALITY FENCE FITTINGS. • Call your local Cyclone representative today for prices and complete information or write to Cyclone Fence, 614 Superior Ave., N.W., Cleveland 13, Ohio. USS and Cyclone are registered trademarks

USS
American Steel & Wire Division of United States Steel

Cyclone sales offices coast to coast

This type of fence is becoming popular as a result of its touted advantages over reinforced concrete fencing —strength, slimness, light weight, the latter of which cuts shipping-handling costs.

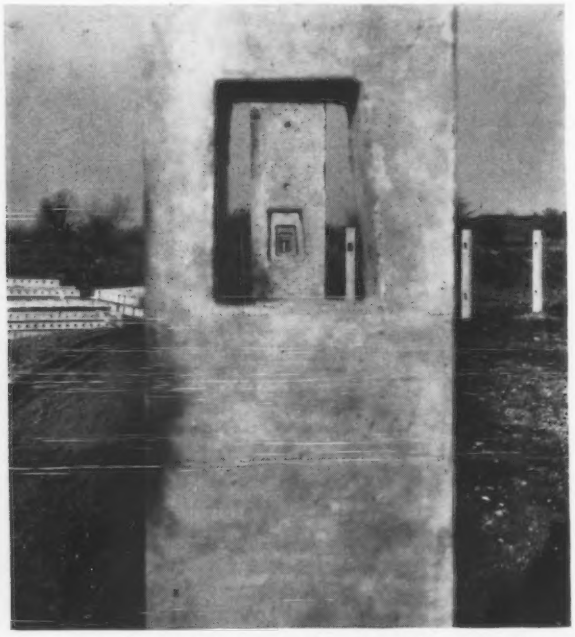


Right, British installation of prestressed concrete fence. Posts are 8'9" long, 7½" thick, 4½" wide at front, 4¾" at back. Through-slots take rails, which measure 12' long, 5" thick, 2½" wide at top and 3½" at bottom. The posts weigh 308 pounds each, are normally set 2'9" below grade. Poles measure 5'5" long, 2" thick, 3¼" wide, are designed to withstand horizontal dead load of 200 pounds.

Prestressed Concrete Fences in Britain

In England, where lumber is scarce and expensive, the market for an economical, permanent-type fencing has always been a strong one. For that reason, reinforced concrete fencing has been popular. But now prestressed concrete fencing is rapidly becoming a common sight on the British scene. This is largely due to the efforts of Dow-Mac (Products), Ltd., the country's largest producer of prestressed.

An energetic sales campaign has touted the advantages of prestressed: light weight, slimness, strength. The new fencing sells at exactly the same price as the old-style reinforced items, which have, of course, emphasized durability and a maintenance-free product. The new prestressed fence makes identical claims, and in addition cites these advantages: prestressed fences do not spall; their light weight (by comparison with reinforced) cuts handling and shipping charges, reduces excavation and backfill costs.



Close up of through-slots, tapered from each face to center, to take the top and bottom rails. Half-inch diameter holes, plainly visible in second post in photo, are for barbed wire if wanted.

What is the difference between the two fencing materials? Prestressed concrete is strengthened by thin (0.128" or 0.160" diameter) high-tensile steel wires, stretched taut before the concrete is placed in the mold. Reinforced concrete uses unstressed normal steel bar.

The best-selling prestressed item, boosted by large sales to governmental units, is the fence shown in the accompanying photographs. The posts are eight feet nine inches long, seven and one-half inches thick, four and one-half wide at the front, four and three-quarters wide at the back. Through-slots are tapered from each face to the center; they take the top and bottom rails. The half-inch diameter holes are included at the top of the posts for barbed wire, should this be necessary. Rails measure 12 feet long, five inches deep, two-and-one-half inches wide at the top and three-and-one-half at the bottom. Each is pierced with 23 holes for fixing the poles; galvanized bolts (hex. head, three-eighths inch diameter) are recessed into both the rail and pole. Poles measure five feet five inches long, two inches thick, and three-and-one-quarter inches wide.

Posts weigh 308 pounds each, and are normally set two feet nine inches below grade. Rails weigh 171 pounds each, and poles 36 pounds. The poles are designed to withstand a horizontal dead load of 200 pounds without cracking. The slotted design allows easy change of level and radius within small limits; special splayed units are available for larger changes. Other specials include gate posts, and a "slender, tall" post in heights up to 15 feet, yet only three-and-one-quarter inches deep, two inches wide on one side, and three inches on the other. These latter, which are just coming into full-scale production, are for use with wire mesh. Chief sales have been for tennis courts and schools.

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Chain Link Fabric

The only fabric made of Konik Steel for greater strength and increased rust resistance

Longer Fence Life—Lower Maintenance Costs—these are powerful fence selling features. You get both when you use Continental Fabric. Proved in thousands of installations. Every link is made of Konik Steel . . . stronger by actual test plus increased clear through rust resistance. Galvanized after weaving for double protection. Heights and gauges to meet all residential-industrial needs.

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PROTECTION
PRIVACY
DURABILITY

Rustic White Cedar Fencing of All Styles

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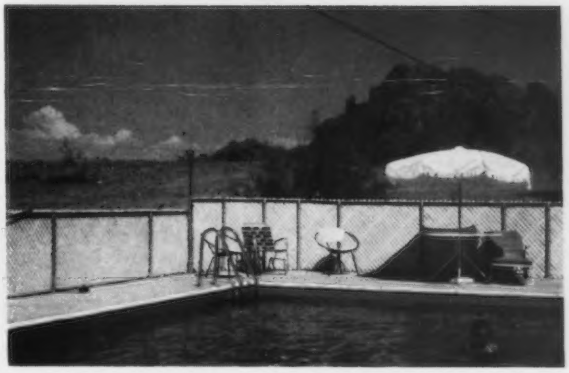

More than privacy, beauty, safety, protection—completely maintenance-free!

The only quality decorative aluminum insert for chain-link application specifically designed for the fencing industry in 6 beautiful, permanent colors.

Thoroughly field tested with immediate customer acceptance. Equally salable in existing as well as new installations.

Colorweve adds new interest, new excitement and new profits for you.

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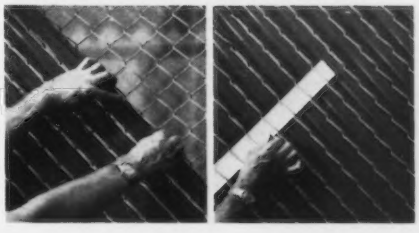

Increase your sales and profits. Be first in your area to sell and merchandise Colorweve. Call, wire, write today for complete details while dealerships are still available.

COLORWEVE

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Above, the office and showroom of Texas Homes & Gardens, Dallas, Texas. At right, an inside view of part of the showroom, where customers find samples of fencing literally covering every square inch of the walls, with vines and planters for decorative effect.

This fence dealer holds his prices, lets others do the cutting. He seeks out the discriminating customers, offers them plenty of service, makes sure he pleases them, and stands behind his work.

How Dealer Fights Price Cutting

By Pauline Neff

Their volume declined during the past year, 22 percent; yet, in the same period, profits increased by 20 percent. That's the record for Texas Homes & Gardens, 11064 Harry Hines Blvd., Dallas, Tex.

These unusual figures represent the solution owner-manager Charles L. Watkins, Jr., found to a problem common to many fence dealers: how to combat competitive price cutting.

"Demand for certain types of wood fencing," he says, "have never been greater, but because of price cutting, their sale has become almost unprofitable. Fencing that should be sold for $3.25 in the Dallas area has gone as low as $2.60."

During the past year, Watkins decided to stick to his prices and let other dealers do the price cutting. Volume on some lines dropped by 60 percent. But by pushing his other lines not so much affected by competitive pricing—Western Red Cedar, Texas Aromatic Cedar, California Redwood, and wire-woven Cypress—this enterprising dealer still grosses from $125,000 to $150,000 annually.

What's his secret for building a floor under his prices without putting a ceiling on profits?

"Our business," says Watkins, "is slanted toward the discriminating customer. We keep our customers satisfied, we make use of prestige advertising, and we promote our planning service for problem landscaping."

Satisfying customers, he thinks, begins with a satisfactory installation job. To make sure that shoddy work is never turned out by his four crews, he checks each job himself—and he makes sure that inexperienced workmen get on-the-job training by working with experienced help. "The only way to fight price cutting," he asserts, "is to find the discriminating customer, offer him plenty of service, make sure you please him, and stand behind your work."

Prestige advertising for Texas Homes & Gardens comes in the form of a brochure periodically mailed to new home owners, describing the beauty and flexibility of various wood fences and illustrating company-made installations. In promoting Texas Aromatic Cedar in the brochure, Watkins points out that the log cabin built by Dallas' first pioneer in 1841 was built of Texas Cedar—and it's still standing in good condition on the courthouse lawn.

Helping customers with fence landscaping more or less grew out of the normal operation of the business. "When I chose the name for my business in 1952," Watkins explains, "I had in mind going into the landscaping business. But we've been so busy selling fence ever since, that I haven't really had time to go into that. However, through our nine years of work with landscape architects, I've gained enough know-how to suggest to the customer beautifying solutions to their problems."

Customers are invited to browse at the firm's showroom, located on a busy commuting highway in fashionable far north Dallas. When they do, they find samples of fences literally covering every square inch of the walls, right up to the ceiling. Hanging wood fence planters and artificial vines trailing over the displays demonstrate combined decorative and practical effects. Also on display: yard furniture; and a dog house, which is sold in do-it-yourself kits.

Texas Homes & Gardens was one of two Dallas companies to pioneer wood fences. After selling for a fence company for a year-and-a-half, Watkins started his own business with one line—Texas Aromatic Cedar. Over the years, he has followed this pattern of selling:

If and when a certain type of wood fence became so popular and so well-publicized that price-cutters

MORE—Page 14

NEW *Beautiful and* LOW PRICE!

FIESTA

BAMBOO FENCE

Imported tropical bamboo pickets. Need no finishing. Natural beauty that grows lovelier with the years. Unlike Oriental bamboo, will accept stains, paints or other finishes if decorator effect desired.

FIESTA bamboo fence has one natural rounded surface. Flat backside with interesting graining effect. Has the properties of lumber—can be sawed, nailed without drilling. Does not split. Sold in prefabricated 7-foot sections, with posts.

Write us, wire us, call us. We'll send you samples of this new beautiful, *low cost* FIESTA bamboo fence.

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RUSTIC WOOD FENCE

by **WOOD PRODUCTS**

Manufacturers—Wholesalers

Expert Timbermen
33 Years in Business

Sell Our Nationally Known Fences

Large stocks in Toledo and at our Yards in the Virginias enable us to ship promptly from nearest point or we can serve your trucks.

2, 3, 4 and 5 rail. Hand split chestnut rails Chestnut or locust posts.

WRITE for CATALOG
of complete lines

WOOD PRODUCTS CO.
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SAVE

WITH
CARNAHAN FITTINGS!

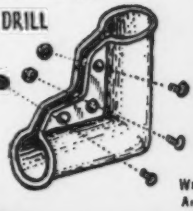
BARB WIRE ARMS
COMPLETE 1⅝" × 1⅜" .48
RAIL ENDS 1⅜" .06

HEAVY LOOP TOPS
1⅝" × 1⅜" .09

GATE CORNER

Under actual test labor saved has even exceeded 50%.

NO HOLES TO DRILL
NO RIVETS
FITS 1⅜" O.D. PIPE
* COMPLETE WITH BOLTS



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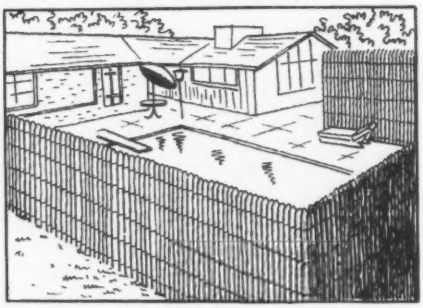
YOUR CUSTOMER IS INTERESTED IN PROTECTION!



Important outdoor areas, his pool, his garden, his patio, can be protected by a size and style of Lincraft Ornamental Wood Fences. From 3-foot high garden picket fences to 6-foot high basketweave or stockade fences, with Lincraft you suggest protection combined with beauty to blend with any landscape. A suggestion which can lead to EXTRA profits for you.

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Center of City
Expressway Interchange
Two Rail Spurs
New location convenient for fast motor and rail pickup.

WHOLESALE ONLY

FIGHTS PRICE CUTTING—from Page 12

can undersell him, he "pushes" another type of fence, extolling its particular decorative value. Right now he is promoting Bark Stockade. However, he says that 50 percent of his total sales are in Western Red Cedar.

LEFT: Charles L. Watkin, Jr., owner and manager of Texas Homes & Gardens in Dallas. He originally intended going into landscaping, but he says he's been so busy selling fences that he never got around to that. Satisfying customers, he thinks, begins with a satisfactory installation.

The company maintains a permanent staff of five people, which swells to 14 during the busy season. Installations are entirely residential, with about 10 percent involving apartment houses. The area served includes north and northeast Dallas, and the suburbs of Richardson and Irving.

The firm's suppliers include Farley Fences, Inc., Bay City, Mich., for Michigan White Cedar; the Western Red Cedar comes from Seattle and Vancouver, and the Texas Aromatic Cedar is produced locally.

Watkins comments that the fence business in Dallas has been excellent this past spring. "Maybe," he concluded, "people are making up for the last four months of 1960—our worst period in 10 years."

FI Article on Imports Causes Stir

The feature article, "Imports Are Exporting Your Jobs," which appeared in the May 1961 issue of FENCE INDUSTRY TRADE NEWS, has caused considerable comment in the industry. This magazine will publish both sides of the story on this subject, as the editor's note at the end of the article stated. Watch future issues for some of the reactions.

Any firm in the trade having comments on this vital subject is invited to submit them promptly for inclusion in the forthcoming issue of FENCE INDUSTRY TRADE NEWS.

Association News Helps the Industry

FENCE INDUSTRY TRADE NEWS reminds the industry again that it will continue to print news of all activties of associations in the fencing field which it receives. Such news should be submitted to FI prior to the first of the month.

This magazine believes that making known association activities is helpful to the trade as a whole. Even those who are not members of associations may well benefit indirectly in many ways.

News material need not necessarily be written in a professional style. All FI needs are the facts, and if these are given to the editors, they will do the writing. Whether the association is large or small, FI would like to have the news.

Provisions for Materials and Installation

Guard Rail Specifications–Michigan

The requirements of state highway engineers are quite strict and specific on both materials and construction—and this includes guard rail and fencing. Herewith are the verbatim specifications for guard rail, released by the Michigan State Highway Department. Specifications for property, woven wire, and chain link fence will be published in a future issue.

7.15 GUARD RAIL

7.15.01 GENERAL REQUIREMENTS:

This specification covers materials for use in the construction of guard rail.

7.15.02 SAMPLING AND TESTING:

Sampling and testing shall be done in accordance with standard recognized practice for the units described herein or to the specific method as indicated. Wire cable shall be tested in accordance with the current Method of Test for Wire Rope (Guard Rail), AASHO Designation: T 39.

For each 10,000 lineal feet, or less, of steel beam guard rail for each project, or for each shipment, from each source, two 12'6" panel lengths or one 25 foot panel length of rail element shall be furnished, without charge, for testing purposes unless other arrangements have been made for the inspection and testing.

7.15.03 SPECIFIC REQUIREMENTS:

The materials shall conform to the requirements given herein for the kind and class of guard rail specified.

(a) Rail Elements:

1. **Wire Cable.**—The wire cable shall conform to the requirements for ¾-inch rope, Class A, of the current Specifications for Wire Rope and Fittings for Highway Guard Rail, AASHO Designation: M 30.
2. **Steel Beam.**—The rail element shall be made of open hearth or electric furnace steel and shall be formed from plates not lighter than No. 12 USS gauge. A test specimen of the steel plate shall elongate not less than 12 per cent in a 2-inch gauge length when tested in tension. The rail element plate shall be formed into a beam conforming to the length and cross section shown on the plans. The steel beams shall be straight and of uniform section. Warped or deformed beams will be rejected. The beam shall have rolled or roll sheared edges which shall be smooth and free from wires and burrs. The steel beams may be furnished in lengths to cover one 12'6" panel or two 12'6" panels of guard rail, plus sufficient length to provide the required lap-splice at each end. The rail elements and end shoes shall be galvanized.

   For installation on curves of 150-foot radius or less, single panel length rail elements shall be shop bent to the radius shown on the plans. For installation on curves of 300-foot radius or less, double panel length rail elements shall be shop bent to the radius shown on the plans. The beams shall be fabricated and ready for assembly when received.

   The rail elements shall be bolted to each post and splices shall be made by lapping in the direction of traffic. Splices shall be made only at posts. The holes in the plates shall be slotted to facilitate erection and to permit expansion. Where the rail is on a curve, the plates at the splice shall make contact throughout the area of splice, forming the beams before erection, if necessary. The rail element, including splices, shall have an ultimate tensile strength of at least 80,000 pounds and shall meet the following beam strength tests:

   A section of rail freely supported on 12'-0" centers shall support a concentrated load of 1500 pounds at the center, with a maximum deflection of 2¾ inches. The concentrated load shall be applied to the traffic side of the guard rail beam with the beam supported at the ends on the post side.

   End shoes for steel beam guard rail shall be of the design shown on the plans and of the same specified material as required for the rail element. The projecting heads of all connections and splice bolts shall be rounded and shallow so that no appreciable projection will obstruct a vehicle sliding along the rail.

(b) Offset Units:

1. **Offset for Single Cable.**—This offset fitting shall be made of malleable iron, pressed steel or other approved castings of the dimensions shown on the plans. It shall be of a design that will permit free movement of the cable and shall be galvanized.
2. **Offset for Multiple Cable.**—This offset bracket shall be made of spring steel and shall be heat treated. It shall be of a design that will permit free movement of the cables and shall conform to the detailed dimensions shown on the plans. The portions that bear against the cables or protrude beyond the outer face of the cables shall be rounded surfaces. The bracket shall deflect ½ inch under a compression perpendicular to the line of the rail of not less than 3500 pounds and not more than 7500 pounds. It shall not, upon release of the first application of this load held for one minute, show a permanent deformation greater than ¼ inch, and, upon each succeeding application of the same load held for one minute, it shall not show a permanent deformation greater than 5 per cent of the deflection. It shall not collapse under a compression of 10,000 pounds. The bracket and connection to the post combined shall be capable of supporting a horizontal load of 6000 pounds at the rail parallel to the rail.

   The bracket shall be either galvanized or painted in accordance with the requirements specified herein.

(c) Tensioning Devices, Expansion and Contraction Provisions:

1. **Expansion Take-Ups for Cable.**—Spring type expansion take-ups shall be equipped with a spring at least 18 inches long having a travel distance of 6 inches. The spring shall provide a tension of at least 3,000 pounds in the cable at total closure and shall not show a permanent set of more than 5 per cent after being subjected to a tension of 8,000 pounds. The assembled unit shall not collapse under a

MORE—Page 18
DRAWING—Pages 16-17

CURVED END PANEL

To Apply

Two-way Traffic:
Both Ends of all Guard Rail Sections.

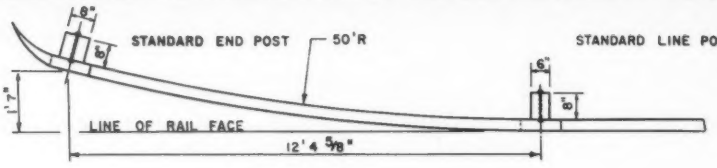
One-way Traffic:
Both Sides of Roadway at Entering End.

STRAIGHT END PANEL

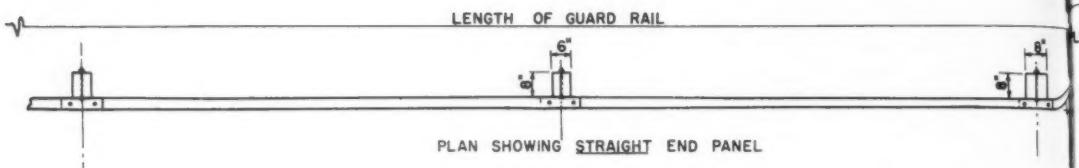
To Apply

One-way Traffic:
Both Sides of Roadway at Departing End.

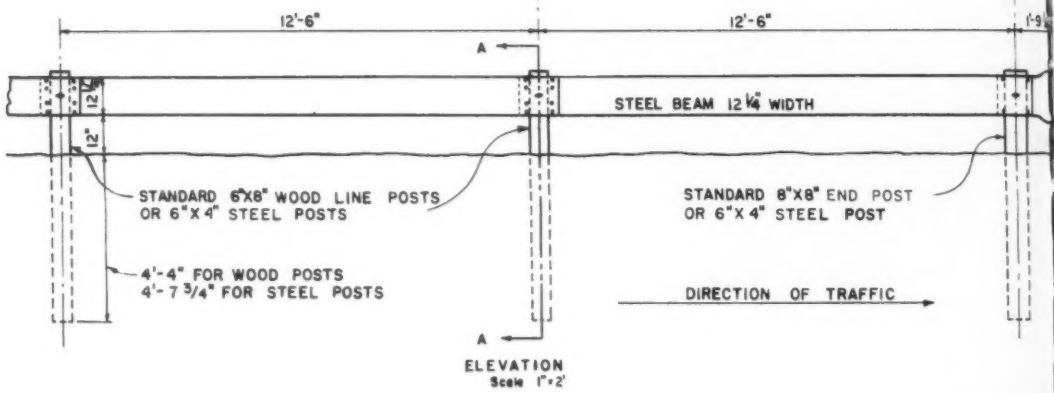
See Standard Plan for Guard Rail at Structures for Special Endings.



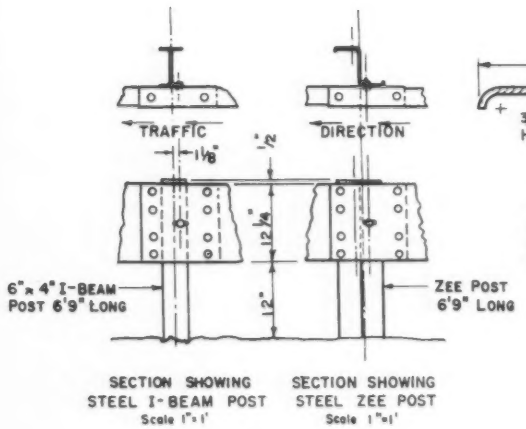
PLAN SHOWING CURVED END PANEL



PLAN SHOWING STRAIGHT END PANEL

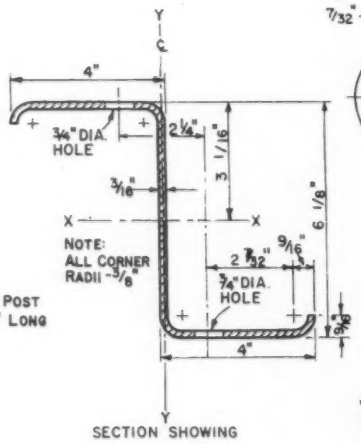


ELEVATION
Scale 1"=2'

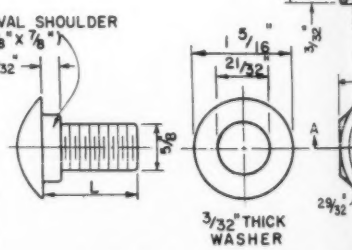


SECTION SHOWING
STEEL I-BEAM POST
Scale 1"=1'

SECTION SHOWING
STEEL ZEE POST
Scale 1"=1'

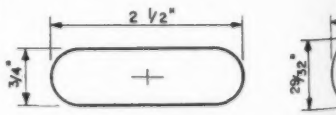


Y
SECTION SHOWING
ZEE POST DETAIL
Scale 1"=2"



SPLICE BOLT L=1 1/4" 8 REQ'D. Per Splice
POST BOLT -WOOD L=9 1/4" REQ'D. (With
POST BOLT -STEEL L=2" REQD. Per P

DETAIL SHOWING BUTTON HEAD, OVAL
BOLT, NUT & WASHER

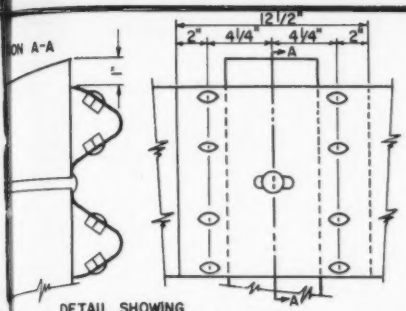


RAIL ELEMENT
POST BOLT SLOT

RAIL
SPLICE

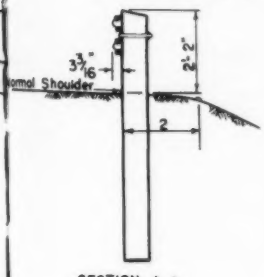
Scale 1"=1"

GUARD RAIL SPECIFICATIONS
STATE OF MICHIGAN
TEXT BEGINS ON PAGE 15

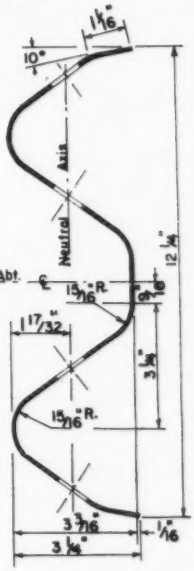


DETAIL SHOWING
SPLICE & ATTACHMENT TO WOOD POST
Scale 1"=5"

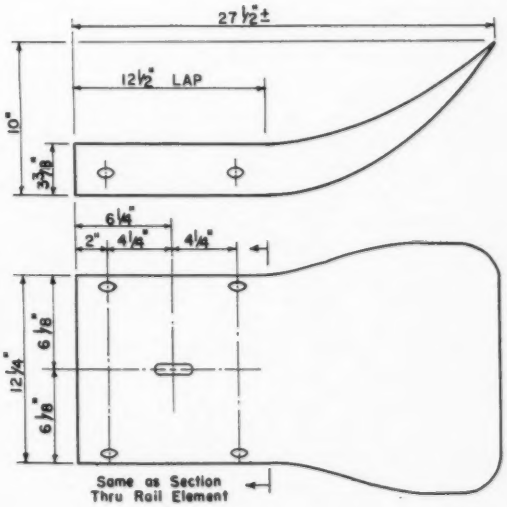
STANDARD CUT OFF
FOR ALL WOOD POSTS



SECTION A-A



SECTION THRU RAIL ELEMENT
Scale 1"=2"



END SHOE
Scale 1"=5"

NOTES:

Materials and workmanship shall be in accordance with the current Michigan State Highway Department Standard Specifications.

All wood posts shall conform to dimensions shown and shall be of Douglas Fir, Long Leaf Pine, Short Leaf Pine, White Oak, Red Oak, Beech, White Ash, Western Hemlock, Sugar Maple or other approved wood. Steel posts of length shown may be substituted in accordance with the Standard or Supplemental Specifications.

Rail Elements shall be lapped in the direction of traffic.

All brackets, fittings and bolts shall be in accordance with the Standard Specifications. Bolts shall be cut off not to exceed ½" from the nut on the back side of post.

Bolting pattern for splice joints may be optional to conform to tensile strength requirements for assembled rail in accordance with the Standard Specifications.

Rail Element will be pre-formed to plan radius for curves of less than 150 Feet.

The rail element and end shoe shall be 12 gauge.

At bridge, end of End Shoe shall be one foot from bridge railing.

Curved end panels and straight end panels shall be used as required in the note in the upper left corner of this sheet. These panels will not be paid for separately but will be paid for at the contract unit price per lineal foot for Steel Beam Guard Rails.

MICHIGAN STATE HIGHWAY DEPARTMENT
STANDARD PLAN FOR

STEEL BEAM GUARD RAIL

DESIGN AND TRAFFIC DIVISIONS

CHECKED	E.E. Lamberson, ENGINEER OF DESIGN	6-18-58 DATE
RECOMMENDED FOR APPROVAL	Harold H. Bauerle, TRAFFIC ENGINEER	6-19-58 DATE
RECOMMENDED FOR APPROVAL	H. L. Hagen, ENGINEER OF BRIDGES AND ROAD DESIGN	DATE

OFFICE OF ENGINEERING AND CONSTRUCTION

APPROVED	CONSTRUCTION ENGINEER	7-29-58 DATE
APPROVED	CHIEF ENGINEER	7-10-58 DATE

STATE HIGHWAY DEPARTMENT APPROVAL

APPROVED: JOHN C. MACKIE, STATE HIGHWAY COMMISSIONER

BY Howard E. Hill, DEPUTY COMMISSIONER ENGINEERING — 7/12/58 DATE

DRAWN BY R.T.M. CHECKED BY R.H.L. TRACED BY R.T.M. APPROVED DATE 4-11-58

SPECIFICATIONS—from Page 15

tension of 25,000 pounds. The entire unit and connections shall be galvanized except the spring. The spring shall be either galvanized or thoroughly coated with asphalt paint.

2. **Expansion and Contraction Provisions for Beam Element.**—Means for expansion and contraction shall be provided at each post. The joints in the beam shall be so constructed that definite sliding within the joints will be possible regardless of the tightness of the splice bolts.

(d) Standard End Anchorages and End Details:

1. **End Anchorage for Cable.**—The end of each cable shall be spliced to a connecting bolt with an approved wedge type connector. The anchor post connections shall have an ultimate tensile strength of not less than 25,000 pounds for each cable.

The connection between the rail and anchor post for multiple cable guard rail shall not, upon release of the first application of a longitudinal rail tension of 23,000 pounds held for one minute, show a permanent deformation greater than one-third of the deflection and it shall not, upon release of each succeeding application of the same load held for one minute, show a permanent deformation greater than 5 per cent of each succeeding deflection. The deformation shall be measured longitudinally between points on the rail and bolts connecting the rail to the end anchorage both sides of the end detail. The connection shall consist of at least two bolts concentric with the rail element.

The end anchorage shall be a reinforced concrete, steel or treated timber deadman constructed as shown on the plans. The anchor rod, the turnbuckle, and the connections to the anchor post and deadman shall have an ultimate tensile strength of not less than 50,000 pounds. All metal shall conform to the requirements of the current Specifications for Steel for Bridges and Buildings, A.S.T.M. Designation: A 7.

2. **End Detail or Anchorage for Beam.**—When the design for the guard rail is such that the end anchorage with anchor rod and deadman is not normally used, each length of rail shall be furnished with a section of rail bent or turned so that the end will be in line with the back face of the anchor post. The end pieces shall be of the same material as the rail element and shall be spliced with it as at any other post.

When the design for the guard rail is such that end anchorage with anchor rod and deadman is normally used, the connection between the rail and the anchor posts shall have an ultimate tensile strength of 50,000 pounds. The connection shall consist of at least two bolts and the eccentricity between bolts and plate shall not be greater than 3 inches. The requirements for the anchor rod, deadman, turnbuckle, and connections shall conform to the requirements specified for the cable end anchorage.

(e) Fittings:

1. **Fittings for Cable Rail.**—The fittings shall be of the dimensions shown on the plans. All metal fittings, including bolts, nuts, and washers, shall be galvanized.

Cable fittings shall be drop forged steel or malleable iron castings. Anchor rods, brace rods, bolts, nuts, washers, and bearing plates shall be structural grade steel.

Cable fasteners, splices, end bolts, and end panel brace rods, when threaded and assembled, shall develop an ultimate tensile strength of not less than 25,000 pounds.

2. **Fittings for Beam Rail.**—The fittings shall be of the dimensions and materials shown on the plans. All metal fittings, including bolts, nuts, and washers, shall be galvanized.

The fittings shall be of sufficient strength to develop the full strength of the rail element or as otherwise specified herein.

(f) Shop Fabrication.—All parts of the guard rail shall be fabricated and all holes drilled in the shop ready for immediate and complete installation. No punching, cutting, burning, or welding will be permitted in the field. Holes for special details in exceptional cases may be made in the field when approved by the Engineer, but such holes shall be drilled.

(g) Shop Finish.—The materials shall be galvanized or painted as specified herein.

1. **Galvanizing.**—All metal other than steel sheets required by the plans or specifications to be galvanized shall be galvanized after fabrication to meet the current Specifications for Zinc Coatings (Hot-dip) on Iron and Steel Hardware, ASTM Designation: A 153. The galvanizing on steel sheets shall conform to the requirements for the coating class of 2.50 ounces per square foot of the current Specifications for Zinc-coated (Galvanized) Iron or Steel Sheets, Coils, and Cut Lengths, ASTM Designation: A 93.

2. **Shop Painting.**—All metal not required to be galvanized shall, after fabrication, be cleaned to a steely brightness and painted in the shop with one coat of Red Lead Paint No. 1A or approved equal.

(h) Posts:

1. **Wood Posts.**—Wood posts shall conform to the requirements for guard rail posts as specified under Timber and Lumber, 7.12. The dimensions shall be as shown on the plans.

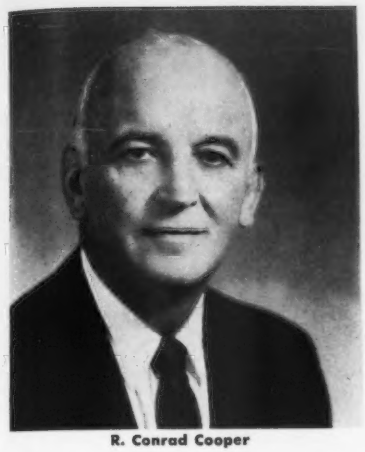
2. **Steel Posts:**—

I-Beams.—Steel posts shall be nominal 6" x 4" I-Beam Sections, weighing not less than 8.5 pounds per lineal foot and having a minimum moment of inertia about the (X-X) axis of 14.8 in.

Steel posts shall be painted with one shop coat, using Red Lead Paint No. 1A or approved equal.

Zee-Shape Steel Posts.—Zee-Shape steel posts shall weigh not less than 8.5 pounds per lineal foot and shall have a minimum moment of inertia about the (X-X) axis of 15.7 in.^{4} and a minimum moment about the (Y-Y) axis of 8.3 in.^{4} The cross section and length shall conform to the dimensions shown on the plans. The Zee-Shape steel posts shall be painted with one shop coat, using Red Lead Paint No. 1A or approved equal.

Salvaged Railroad Rails.—Guard rail posts shall be made of old railroad Tee rails which weighed at least 60 pounds per yard when new. They shall meet the requirements of the trade for "relayer" grade. Old rails which are too brittle to meet these requirements may be reheated. Old rails of greater cross section may be heated and rerolled to the required minimum section. Old rails of greater cross section may be used without rerolling, provided they meet all other requirements, but posts in continuous line of rail shall be same cross section.



R. Conrad Cooper

The Responsibility of Labor Toward Managment

In collective bargaining, the worker has the responsibility of having some general knowledge of the economic affairs of the company for which he works. He must realize he can be secure only if he is working for a healthy, profitable company—that profit for his company is his best friend.

By R. Conrad Cooper

(Executive Vice President—Personnel Services, United States Steel Corp.)

All too many people of our country are under the impression that the present legislative framework for collective bargaining provides a balance of bargaining power between the employees of a company and their employer, namely, the company.

And relatively few people today would question the merit of honest, good-faith collective bargaining between the management and representatives of the nonmanagement employees of a company, responsibly conducted within the framework of competitive factors applicable to that company. I believe implicitly in the merit and constructive influence of such collective bargaining.

Contrast that kind of situation, however, to the condition that now predominates in the steel industry. Similar situations exist in other industries.

The leaders of a single nationwide union speak for most of the steelworkers, plus large proportions of the employees in competing industries such as aluminum and copper, and, in addition, a number of allied industries such as fabricating, can manufacturing, etc. The leaders of this union, therefore, are in a position of tremendous power with attendant responsibility.

The existence and use of this vast power produces the situation wherein a group of steel companies negotiate in concert through a designated negotiating team.

Collective bargaining disputes between the union and the steel companies, as in 1959, however, do not constitute struggles between two giant forces of equal power, as many people seem to believe. *They are disputes between parties having vastly unequal powers.*

On the union's side, there is the full force of organized aggressiveness. The union enjoys and heretofore has employed legal immunity, at will, to shut down most of the nation's steel-making capacity to enforce its wage and benefit demands.

But on the side of the companies, there lies only the power of persuasion and the ability to say "No" to demands which they cannot accept—and to suffer the consequences.

The enforcement of uniform wage and benefit increases upon the many competing companies obviously poses unequal problems for the individual companies. The ultimate result of such a practice, if continued, can only be the destruction of jobs and employment in companies unable to remain competitive. Examples of this have already been seen.

The over-all consequence of this union power in the steel industry from 1940 through 1958 was an average rise in total employment cost per man hour of about eight percent per year compounded. During this same period, total costs per man hour rose at about the same rate. But the investment of tremendous sums of money and all other actions to improve productive efficiencies produced an average increase in steel shipments per man hour of only two percent per year compounded.

The result, of course, was a constant and heavy increase in the cost of steel products. The ultimate result of this trend could be no other than to jeopardize the competitive position of our steel products in world markets, and likewise to jeopardize the jobs and employment of the steelworkers themselves.

This is the situation as it has existed for years, and which we in steel must treat with while the people of this country decide whether they want to continue this uncontrolled power in the hands of labor union leaders.

It is high time to establish a general area of understanding that:

Steel management *is not* trying to "bust" the union; *is not* interested in running down or undermining the union or its leaders.

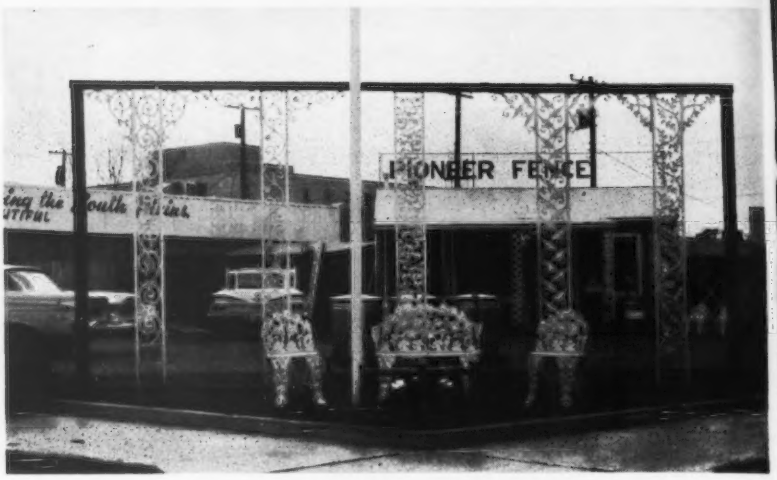
Steel management opposes union demands only when management believes the demands are contrary to the best interests of the business—hence contrary to the interests of the employees themselves, because in the long run, anything that injures the business injures the people who work in it.

Steel management is deeply interested in the welfare of the steel employees, and therefore, as responsible people, must exert every effort to keep the business in a sound, profitable position, even though the discharge of such responsibility requires rejection of union demands which on the surface may seem to be in the interest of the employees represented by the union.

The establishment of this general area of understanding is necessary so that we may get on to the areas of another problem, namely, the development of understandings having to do with the merit of issues raised by the union.

MORE—Page 22

Outdoor displays, intensive selling, an active public relations program all combine to help sales.



RIGHT: the outdoor display of the Pioneer Fence Co., with the office in the background. The owner says that about a quarter of the firm's customers are "brought in" by highway display.

By Jess Blair

Dealer Formula: Outdoor Displays Are Best Ads

Build an attractive front, lay out several kinds of completed installations, and the result will be worth more than any kind of advertising. This is the opinion of Jack Boydstun, owner and president of the Pioneer Fence Co., Inc., located on the Littlefield Highway in Lubbock, Texas.

"I'd say about a fourth of our customers are brought in by the displays which they can see while driving by," says Boydstun. "We show our various types of fencing, plus picnic tables, dog houses, wrought iron pieces, and garbage can racks. People remember the place and come back when they need any of the items."

The company's best sellers are wood fences for homeowners—redwood is very popular. However, the firm does its share of commercial work; just recently it completed a $2,600 fence for nearby Texas Tech College.

"An owner," comments Boydstun, "can lose money on commercial work if he tries to outbid his competitors on every job. We try to maintain a high standard of work, and find that many times on the second job to some firm there will be no bidding at all. We set a fair price and they accept, which makes the deal profitable."

Jack Boydstun, owner of Pioneer Fence Co., finds the telephone is effective for contacting builders and large industrial firms.

Boydstun believes that the company's two most important employees are the foreman of the installation crews and the outside salesman.

During the busy season, the company maintains three full-time crews, for a total of about seven workers. The foreman, a veteran of 11 years' experience, works on a footage basis and is in charge of all hiring and firing. The men are also paid by the foot, and it is significant that there have been no labor troubles at all.

The outside salesman has the entire trade territory for his own, although Boydstun himself does some selling. The salesman works through builders, service clubs, does door-to-door soliciting, and uses direct mail and the telephone. He is paid by commission entirely.

Concerning sales, Boydstun has this to say: "One thing I've found out about this business is that it is fiercely competitive. We must stay on top of it every day of the month. It takes aggressive selling, close supervision of the shops and working crews, and a certain amount of public appearances at service clubs and other organizations. We try to put up an attractive front here, both in this shop and in our relationships with the public."

The firm also uses minor allied items to build up off-season business. Boydstun, who has been with the company since 1956 and who bought out the other shareholders about a year ago, cites dog houses as an example. "Our standard-size dog house represents a large markup, since the employees build these of short, left-over lengths during their spare time. From a summer average of five or six sales a month, we jump to 15 or 20 sales a month during cold weather.

Another sideline is wrought iron fencing, tables, chairs, etc. The employee who makes iron gates is also experienced in wrought iron. Boydstun uses the open display technique with these items too. "Probably half our sales in ornamental iron," he says, "are the result of having the products where motorists can readily see them."

From the felon's standpoint, fences are a miserable inconvenience and a threat to life, limb, and freedom.

A Burglar's-Eye View of Fencing

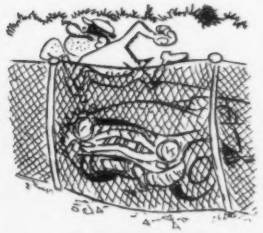
In this unique article, a professional burglar gives a highly unconventional critique of the assets and liabilities of fencing. To him, fences are a hazard of the trade.

By Robert Buxton
as told to the author
William R. Morey

During my 15 years as a professional burglar, I probably acquired more intimate experience with fences than any 50 people engaged in legitimate occupations—excepting, of course, makers and installers of fences. I have climbed over, dug under, tripped on and had my clothes torn by every conceivable kind of fence. Naturally, I have strong feelings on the subject.

From the felon's standpoint, fences are a miserable inconvenience and a threat to life, limb, and freedom. They have put many a good burglar in prison and caused some to retire in out-and-out disgust. But others among us have learned to accept fencing as a hazard of the trade, dealing with it as best we can.

There are a number of ways to attack the problem, from going over to going under, and every burglar has his favorite methods—some more effective than others. One over-enthusiastic colleague of mine thought he had the thing beat when he tried to drive his car through a chain link job. In the first place, a thinking burglar would never use his own car on a job, so it's not surprising that this caper turned out badly all around. When his car became hopelessly entangled in the fence he panicked and ran for the woods. Naturally he was caught. Looking at the bright side, he managed to beat the burglary rap, but they nailed him for reckless driving and leaving the scene of an "accident"—on top of which he had to pay for the fence.



. . . he tried to drive his car through a chain link job . . .

As burglars go, this guy showed little promise. Any amateur can chop a hole in a fence, or even blow the thing up if it's really obstinate. But a succesful burglar can't afford to do that. The object is to get past the fence without attracting attention or leaving a hole that will bring the police in while you're working on the building. This is like hanging out a sign, "Burglar at Work."

Whenever possible, the true professional will avoid burgling a place with a tough fence. But when he does have to deal with one, he takes twice as long planning the job. He wants to know exactly what he has to do to get over that fence: how many footholds it will take and where he will put his hands. Not knowing can result in noise, delay, or a broken leg. Even so simple a thing as a picket fence has to be well cased. I've taken spills on these when the pickets

MORE—Page 22

Pictured above is the location of the author's continuing research into the subject of fencing: The State Prison of Southern Michigan, largest walled penitentiary in the world. Beyond the imposing brick and concrete walls, the prison is entirely surrounded by a 12-foot chain link fence topped with three strands of barbed wire.

BURGLAR'S-EYE-VIEW—from Page 21

pulled away in my hands, and more than once I've had a foot caught between the slats.

When getting into a place is a problem, getting out is usually twice as hard. A real burglar's nightmare is having to take a six-foot fence full tilt, with a watchman after you, or with someone's cur snapping at your heels, and a bag of loot balanced over one shoulder. I've run afoul of these situations more than once—they're always good for multiple lacerations.

It would be convenient if you could take all the time you wanted to climb a fence, if you could feel out each foothold and make sure you weren't caught on anything before boosting yourself over. Unfortunately, burglars who want to stay in business can't indulge in this luxury. The basic principles of successful burglary demand that you get over before someone spots you and calls the law.

But taking a fence too fast carries hazards all of its own. Probably no other professional group has to spend as much money for trousers as do burglars. This is a great boon to the haberdashers but little actual help to the police, since any burglar worth his parole knows he can't take a good fence in a hurry without leaving something behind. Consequently, most of us wear stuff that can't be identified. We also have to be careful what fabrics our clothes are made of. The ideal burgling trousers should offer a certain amount of protection from sharp wires, and at the same time they should not be too tear-resistant.

. . . probably no other group spends as much on trousers . . .

A business acquaintance of mine used to wear such well-made britches that when he finally did get caught in some barbed wire he was unable to rip loose. Being a resourceful felow, he tried to abandon the pants—which is no mean trick hanging head-down from the top of a fence. He was still dangling by one foot when the police scooped him up.

Among burglars who know fences best, far and away the most popular are the old solid wood plank jobs. In fact, if I had my way there'd be one of these babies around every joint I burgled. Climbing over is nothing, and they even have two-by-four cross members on the inside to make it easier when you're leaving with a cumbersome bag of loot. The worst you get is a couple of slivers if the fence is poorly maintained.

Their real beauty, though, is in the privacy they offer. This, to a man in my line of work, is a very attractive feature. Job security, you might call it. Behind a fence like that you can relax, spread your tools out nice and handy, and really go to work on a building. Prowl cars can drive back and forth all night and never see anything but that sheltering facade of boards. One time, I sat comfortably behind such a fence on a laundry bag full of fur coats—while two cops chatted, not two feet away, on the other side.

Modern fences are obviously lacking in these larcenous advantages, yet a surprising number of business establishments still cling to the antique board fence as protection for their backdoors.

With all my years of experience, a fence finally got me. Not one I couldn't climb, but one I forgot about. I was leaving an establishment one evening with a good portion of its owner's belongings when the night watchman threw his flashlight on me. Startled, I dropped everything and took off at a dead run; right straight into that fence. I managed to get only halfway through—the hard way—and I still look like somebody's old checker board.

I haven't been the same since, and I suspect the experience may have addled me a bit. I keep getting those uncontrollable urges to go straight. Like maybe I should learn some simple, uncomplicated trade.

RESPONSIBILITY OF LABOR—from Page 19

I don't see how any employee can gauge the merit or demerit of any economic issue raised in collective bargaining unless he has at least a general knowledge regarding the economic affairs of the company in which he works. By this, I mean the simple economic facts of life regarding the steel business and the particular company.

He must know that the company has no money to pay wages or other production costs except the money received from the customers for products or services.

He must know that people, those who invest in steel stock, will not supply the money to provide the tools of production and thus enable his employment unless such people have the reasonable hope of receiving a return on their investment.

He must know that unless the company can produce quality products for sale to customers at competitive prices, the customer will buy from other producers of steel, or other products, and there will be no work for him to perform.

He must know that there are competing steelworkers the world over who are ready, willing, and anxious to produce the steel required by the customers and thus enjoy the benefits of employment.

He must know that steelworkers elsewhere in the world are willing to perform his work for one-seventh to one-third of the hourly wages he receives—that this is very real and very tough competition which he faces because the product they produce can often be sold at lower prices—and that the only way to meet such competition is to cooperate with his management in every proper measure to reduce cost and increase production.

In short, he must realize that his employment can be secure only if he is working for a healthy, profitable company—that profit for his company is his best friend.

Surely the long struggle of 1959 must have communicated something to the union in the way of knowledge that the companies have the fortitude to oppose and must oppose unsound settlements. Likewise, we know from experience that if they so decide, the union leaders can call and conduct devastating strikes.

Therefore, I believe that the 1959 experiences, and subsequent developments in world affairs, necessarily impose upon both parties, the need to solve mutual problems through responsive collective bargaining.

Legal Aspects of Fencing

Problems which confront the erector of fences, from the viewpoint of law

By Howard Newcomb Morse

(Author and attorney, contributor to American Peoples Encyclopedia, Chicago Bar Record, Southwestern Law Journal, Loyola Law Review, and others.)

Fencing Is a Property Right

Miss Essie W. Williams owned a home in the City of Hudson, Wisconsin, with about an acre and a quarter in connection with it, bounded by streets and a public alley. On the east and west sides was a chain link fence six feet in height, with arms attached to the tops of the posts and extending inward, to which arms barbed wire was attached, the wire being on the inside of the fence within Miss Williams' lot lines.

Miss Williams proposed to extend the fence. The extended fence was to be similar in construction to the one on the east and west sides. The fence was being erected to protect numerous fruit and nut trees, plants, bushes, and a large vegetable garden, from acts of vandalism. While she was not at home a great deal of the time, her aged mother and her aunt lived there all the time. These people had been annoyed by trespassers. Their fruits and vegetables had been stolen. While her fence was being constructed, she received a letter from the city attorney advising her that the common council had directed him to call to her attention an ordinance which provided: "No fence consisting wholly or in part of barbed wire shall be erected or maintained in the City of Hudson except for farming purposes."

The city attorney enclosed a copy of the ordinance and wrote: "The council understands that you are contemplating the erection of a fence at the rear of your premises, contrary to the provisions of this ordinance. Accordingly, it would be advisable for you to make application for permit to build such a fence before you proceed further."

Thereafter Miss Williams petitioned the council for a permit. Such petition was not acted upon for two months, during which time there were four regular and two special meetings of the council. She was advised by the city authorities that she could not erect the fence.

Miss Williams brought suit in the Circuit Court of St. Croix County, Wisconsin, to enjoin the City of Hudson from enforcing the ordinance, which she alleged was invalid, and interfering with her building and maintaining around her property the proposed fence. The court held that the ordinance was valid and concluded that she did not have such an interest in the enforcement of the ordinance, and "did not sustain such an injury from the enforcement thereof as would place her in a position to maintain an action for the injunction prayed for in her complaint."

The Supreme Court of Wisconsin reversed the decision of the court below and decided in favor of Miss Williams. The Supreme Court declared: "Can appellant (Miss Williams) be deprived of her right to protect her property by the ordinance? *The common law has always protected the right of an owner of land to fence his property.* It is a right of property, and cannot be unreasonably interfered with. To deprive one of this right to use his yard and home in a way which does not interfere with the usual and lawful commerce and life of a community would be exercising a high power that is not to be used except when the public welfare requires it. . . . The interference with appellant's right to protect her garden cannot be justified by any requirement of public welfare, health, or morals. The method and manner in which the barbed wire is to be attached to an otherwise lawful fence creates no danger to any one lawfully using any of the streets or the alley, or to any one passing in the vicinity. The distance above the ground at which the wire is to be placed excludes the possibility of any one coming in contact with the wire unless it be one purposely doing so in an effort to trespass and maraud."

Barbed Wire . . . Not Dangerous Thing

Elizabeth Ruth Skaling, a child of seven years, together with other children, was in the practice of coasting on a sled upon the land of one Darrow, adjoining the land of James H. Sheedy, close to the boundary line between the Darrow and Sheedy properties. Sheedy had knowledge that children were accustomed to using the Darrow land, close to the boundary of his own land. Sheedy erected upon his land near the boundary line between his land and the Darrow land, a barbed wire fence, running from a point 2½ feet inside his property line back toward the front porch of his house for some 17 or 18 feet.

Elizabeth was coasting on a sled on the Darrow land with two other children, and as the sled approached the Sheedy property it struck a rock, which deflected the sled from its course, so that it veered toward Sheedy's land and caused Elizabeth to fall from the sled and strike the fence. The accident left permanent scars upon Elizabeth's face.

Elizabeth brought an action in the Superior Court of New London County, Connecticut, against Sheedy to obtain damages for her injuries. The court rendered judgment for Elizabeth, and Sheedy appealed. The Supreme Court of Errors of Connecticut reversed the decision of the court below. The Supreme Court of Errors declared: "Barbed wire is or has been a common article of commerce, and in itself is not a dangerous thing . . . . the coasting by the children was upon the Darrow land, wholly outside the land of . . . (Sheedy)."

AWARDS ★ PROJECTS ★ PROPOSALS ★

The information appearing in this issue concerning awards, projects and proposals were selected from hundreds of releases by FI editors as having possible interest for our readers.

Listings do not imply specific fence business unless it is so indicated.

In order that further information may be obtained by interested readers, each award, project or proposal, lists the reference numbers and the names and addresses of individuals and offices where additional information may be obtained.

ALA—Proj. #PFL-215, plans for construction of water supply facilities, Pisgah, est., $80,000. Lloyd E. Meeks, mayor.—Proj. #P-3039-40-41, plans for construction of sanitary facilities, Montgomery, est., $713,331. Joe L. Coleman, Chmn., Water Works and Sanitary Board.—Urban Renewal, 65-acre "South Bessemer" project, Bessemer, est. net cost, $2,475,684. A. W. Kuhn, Bessemer Housing Authority, 1100-5th Ave.

ALASKA—Proj. #P-3052, plans for improvement and enlargement of electric power system, Ketchikan, est., $1,283,440. Robert E. Sharp, City Mgr.—Proj. #P-3043 to 3050 incl., plans for construction of various projects, including street and bridge improvements, sanitary systems, parking facilities, recreational and scenic areas, Juneau, est., $3,130,000. Lauris S. Parker, City Mgr.—Urban Renewal, 14-acre "Northern Light" project, Anchorage, est. net cost, $331,690.

ARIZ—New Indian School postal station, Phoenix, award to James Rae Construction Co., $28,000. Includes 49,000 square feet for parking.—Proj. #P-3067-3068, plans for construction of new state office building, and general services building, Phoenix, and Florence, est., $7,036,468 and $319,960. Donald L. Lockwood, Exec. Secy., Arizona State Planning & Building Commission.

ARK—Proj. #CH-44(D), plans for construction at the University of Arkansas, Fayetteville, est., $940,000. James E. Pomfret, Secy., Board of Trustees.—Proj. #P-3022, plans for construction of sanitary facilities, Ashdown, est., $140,000. Jack Crawford, mayor.—Proj. #PFL-155, plans for construction of water and sanitary facilities, Mineral Springs, est., $118,000. James E. Tollett, mayor.—Proj. #CH-40(D), plans for construction at Arkansas Polytechnic College, Russellville, est., $761,000. J. W. Hull, Pres.

CALIF—Proj. #P-3477, plans for construction of water treatment facilities, San Jose, est., $6,840,000. Donald K. Currlin, Manager-Counsel, Santa Clara County Flood Control and Water Conservation District.—Proj. #P-3478, plans for construction of water power facilities, Placer County, est., $122,099,800. Frank J. Paoli, Chmn., Bd. Dir., Placer County Water Agency.—Proj. #P-3480, plans for construction of sanitary system, Cambria, est., $1,185,000. W. E. Bristol, Pres., Cambria County Water Dist.—Proj. #P-3481-3482, plans for additions to elementary school and high school, Felton, est., $110,648 agd $320,963. Howard R. Wire, Supt., San Lorenzo Valley Unified School Dist.—Proj. #P-3479, plans for construction of sanitary facilities, Hanford, est., $1,500,000. George M. Minturn, City Mgr.—Proj. #P-3471, plans for construction of water distribution system, San Luis Obispo, est., $8,000,000. Robert H. Born, County Hydraulic Engineer, 943 Santa Rosa St.—Central Valley Proj., Bureau of Reclamation, Invitations issued, fencing motor pool area and asphalt concrete surfacing, near Folsom. H. P. Dugan, Regional Dir., P. O. Box 2511, Sacramento.—Invitations issued, install chain link fence, pump, construct well, septic tank, leaching field, Colorado River Front Work and Levee System, 15 mi. south of Blythe. A. B. West, Regional Dir., Bureau of Reclamation, P. O. Box 427, Boulder City, Nev.

COLO—Award, by Bureau of Reclamation, to Marion F. Dodge, Montrose, furnishing and erecting barbed wire fencing for Crawford Reservoir area, Smith Fork project, bid, $6,240.

FLA—Proj. #CH-36(D), plans for construction at the University of Miami, Coral Gables, est., $2,871,000. Eugene E. Cohen, Vice Pres.

GA—Proj. #CH-37(S), plans for construction at Norman College, Norman Park, est., $120,000. Dr. Guy N. Atkinson, Pres.

IDAHO—Award, by Department of Highways, to Fife Construction Co., Brigham City, Utah, for highway work on SH-88 in Butte County, including 4,000 lin. ft. wire fence type 1-B, bid cost, $1,440; 14,500 lin. ft. wire fence type 3-B, bid cost, $6,090; 4-10 ft. steel gates type 2, bid cost, $188.—To Peter Kiewit Sons Co., Idaho Falls, for highway work on SH-88 in Jefferson and Madison Counties, including 5,350 lin. ft. wire fence type 1-B, bid cost, $1,872; 885 lin. ft. wire fence type 3-A, bid cost, $274; 2,900 lin. ft. wire fence type 3-A (39" mesh), bid cost, $1,160; 14,000 lin. ft. wire fence type 3-B, bid cost, $5,600; 1-3 ft. steel gate type 2, bid cost, $20; 4-10 ft. steel gate type 2, bid cost, $168.

IND—Proj. #CH-55(DS), plans for construction at Oakland City College, Oakland City, est., $350,000. O. G. Chapman, Pres.

IOWA—Proj. #P-3032, plans for construction of sanitary facilities, Evansdale, est., $1,674,000. Alfred Gardner, mayor.—Invitations issued, Bureau of Reclamation, constructing three power substations, all of which include fencing of area, at Creston, Denison, Spencer. J. N. Spencer, Regional Director, Bldg. 46, Denver Federal Center, Denver, Colo.—Housing for the Elderly, Denison, est., $400,000. Eventide Lutheran Home for the Aged, Missouri Synod.—Award, by Post Office Department, to Construction & Investment Corp., Columbus, Ohio, for construction of post office, Cedar Falls, which will have a lighted parking and maneuvering area of almost 16,000 square feet.

KANS—Proj. #CH-57(S), plans for construction at Kansas State College of Pittsburgh, Pittsburgh, est., $700,000. Leonard H. Axe, Pres.—Proj. #P-3032, plans for construction of sanitary system, Lebanon, est., $125,860. R. J. Schuette, mayor.—Proj. #CH-54(S), plans for construction at Kansas State Teachers College, Emporia, est., $714,328. John E. King, Pres.—Proj. #P-3030, plans for construction of sanitary facilities, Lorraine, est., $46,490. James Myers, mayor.—Proj. #P-3033, plans for construction of additional hospital facilities, Winfield, est., $2,400,000. Foster C. Newland, Chmn., Board of Trustees, William Newton Memorial Hospital.—Proj. #P-3031, plans for extensions and improvements to present water system, Manhattan, est., $830,000. Cecil D. Hunter, mayor.—Proj. #P-3036, plans for construction of sanitary facilities, Ingalls, est., $65,000. Harold G. Batman, Acting Mayor.—Proj. #P-3034, plans for construction of sanitary facilities, Copeland, est., $102,600. T. C. Ward, mayor.—Proj. #P-3035, plans for improvements to water system, Hutchinson, est., $3,018,016. J. D. Baughman, mayor.

KY—Proj. #CH-53(D), plans for construction at Georgetown College, Georgetown, est., $360,000. Robert L. Mills, Pres.

LA—Proj. #CH-31(DS), plans for construction at Tulane University, New Orleans, est., $3,000,000. Clarence Scheps, Vice Pres.—Bids Wanted, new Post Office building, Lakeview Sta., New Orleans, Marshall Foch St., parking and maneuvering area of 6,000 square feet, building containing 4,000 square feet. Post Office Department, Washington 25, D. C.—Proj. #P-3076, plans for construction of drainage facilities, St. Charles Parish, est., $2,978,200. S. E. Creel, Parish Treas.—Proj. #P-3075, plans for construction of sanitary system, five communities in St. Charles Parish, Luling, Momosa Park, Hahnville, Destrehan, New Spray, est., $2,338,000. S. E. Creel, Treas.

MAINE—Proj. #P-3020, plans for construction of sanitary facilities, York, est., $542,000. Earle C. Hayford, Acting Treas. and Clerk.—Proj. #P-3019, plans for construction of sanitary facilities, Rumford, est., $1,245,000. Leo J. Morency, Town Mgr.—Proj. #P-3021, plans for construction of sanitary facilities, Ogunquit Village Corporation, est., $925,000. Wilbert E. Sherburne, corporation manager.

MINN—Invitation issued, Bureau of Reclamation, constructing power substation, including fencing of substation area, Morris, Missouri River Basin Project. J. N. Spencer, Regional Director, Bldg. 46, Denver Federal Center, Denver, Colo.

MO—Proj. #CH-63(D), plans for construction at Rockhurst University, Kansas City, est., $850,000. Rev. Maurice E. Von Ackeren, Pres.

MISS—Proj. #P-3031, plans for construction of sanitary system, Tishomingo, est., $116,000. C. L. Trimm, mayor.

MONT—Proj. #P-3149, plans for construction of service building for various city departments, Great Falls, est., $453,970. William H. Swanberg, mayor.—Proj. #P-3152, plans for alterations and additions to existing school building. Inverness, est., $121,752. Terry Stevenson, Chmn., Board of Trustees.—Proj. #PFL-75, plans for construction of sanitary system, Fromberg, est., $97,000. Frank Buchanan, Acting Mayor.—Proj. #P-3150, plans for construction of new city hall and shop building, Bozeman, est., $799,100. Arnold M. Swanson, mayor.—Proj. #P-3155, plans for construction of new city hall, Havre, est., $500,000. James W. Davey, mayor.—Proj. #P-3154, plans for construction of new high school, Bigfork, est., $174,000. Arthur B. Whitney, Chmn., Board of Trustees, School District #38.

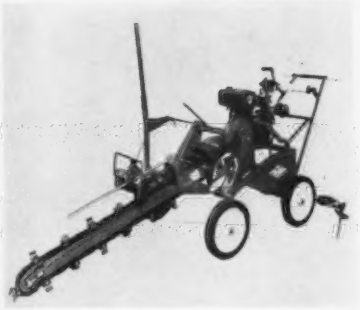
NEB—Proj. #CH-27(D), plans for construction at Midland College, Fremont, est., $350,000. Elmer B. Sasse, Bus. Mgr.

N.H.—Proj. #P-3032, plans for construction of sanitary facilities, Ashland, est., $517,000. Bernard F. Avery, Chmn., Board of Selectmen.—Award, by Department of Public Works & Highways, to Landers & Griffin, Inc., Portsmouth, for highway work on Int. 93, including 3,000 lin. ft. stock wire line fence, bid cost, $1,350; 200 lin. ft. stock wire fence brace panels, bid cost, $200.—To Piedmont Construction Co., Wethersfield, Conn., for highway work on N.H. Rt. 12, including 7,000 lin. ft. stock wire line fence, bid cost, $3,360; 500 lin. ft. stock wire fence brace panels, bid cost, $500; 2 stock wire fence gates, bid cost, $80; 500 lin. ft. 6 ft. woven wire line fence, bid cost, $1,625; 5 post assemblies for woven wire fence, bid cost, $50.

MORE—Page 28

FENCE Service Aids

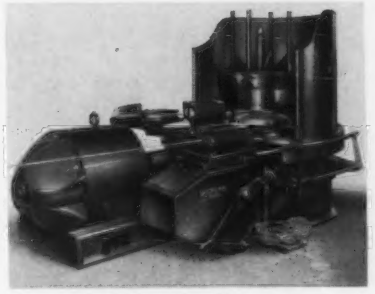
SUPPLIERS ARE INVITED TO SEND INFORMATION ABOUT THEIR NEW PRODUCTS OR SERVICES TO THE PRODUCTS EDITOR.



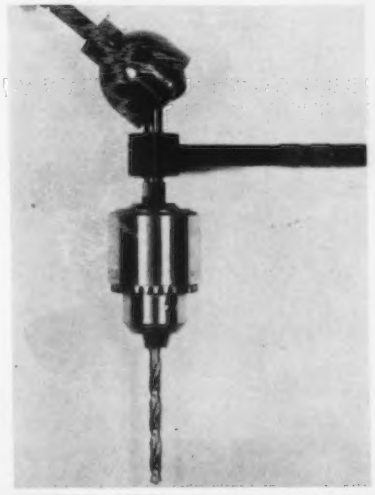
LIGHT-WEIGHT TRENCHER, portable, will dig trench 3" wide and depths up to 32". Overall length of this "Digz-All" is 57" with boom raised, height 35", width 29"; weight 345 lbs. Has 4 HP Kohler or Clinton cast iron engine with oil bath cleaner and mechanical flyball governor with hand-speed control. Wind-King Mfg. Co., Merrill, Iowa.

LEV-L-ALL has particular application in the building trades for all leveling jobs, including the making of perfectly aligned pipe bends and pipe fabricating. One bubble gives 45 degree, 90 degree, and horizontal reading. 3⅜" long, 1½" high, ⅞" wide. Weighs 2½ oz. Permanent magnet in plastic body. Alan-Lea International Inventions Corp., 380 Lexington Ave., New York 17, N.Y.

D-C RECTIFIER TYPE WELDER, for indoor use, same as firm's outdoor model except not fully weather-proofed. Features include: horizontal design for stacking and space-saving; heavy gauge, finished cabinet; completely sealed semi-metallic rectifier; lifetime cooling system; Cam-lok terminals; electrical control. In two models, each with dual current ranges: 40 to 295 and 75 to 450 amps; 50 to 350 and 100 to 600 amps. Miller Electric Mfg. Co., Inc., Appleton, Wis.

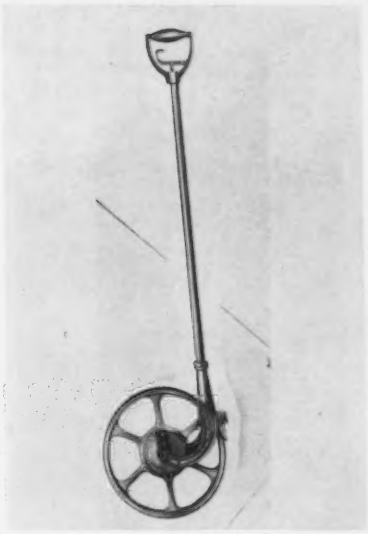


WIRE DRAWING MACHINE, in both single and double deck arrangements, in three basic models, spanning a range of block sizes from 16" through 42". Motor ratings up to 250 HP, maximum; drives can be arranged for either die-side or right-hand side. Has low draft line—32" on most models, 34" on largest block. Blocks are cast alloy iron, hardened at the draft line to a Brinell in excess of 500. Block changes made through use of tapered fits throughout assembly. Morgan Construction Co., 15 Belmont St., Worcester 5, Mass.

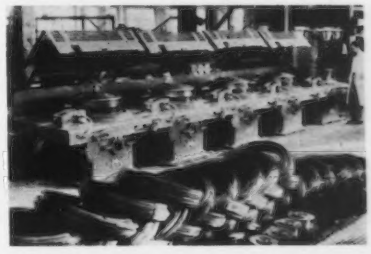


UNIVERSAL DRIVE, converts power drill into variable angle tool. Fits all models of power drills, ¼" or ½" capacities, may be permanently installed in drill by special adapter. Can be mounted directly into drill spindle with ⅜" x 24 male or female thread. Has threaded sleeve permitting use of either ¼" or ½" chuck. Glenwood Gyro-Drive, Inc., Glenwood, Minn.

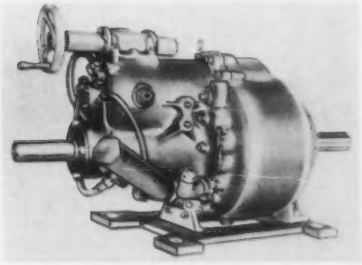
LOG SPLITTER splits logs of any diameter in lengths up to 8½ ft., by use of 3-ft. extended and second part stroke. The 16" high splitting wedge is movable anywhere between 5 ft. and 8½ ft. on the frame. Two-speed hydraulic action exerts approx. 5-ton push in "high," and when tough spot needs extra persuasion, shifts automatically into "low" and 27½-ton push completes the splitting. Waco Aircraft Co., Troy, Ohio.



DISTANCE MEASURING WHEEL, built largely of aluminum, weighs 5½ lbs., has Veeder-Root counter with capacity of 99,999 feet, almost 19 miles, can quickly be reset to zero. This "Mainco" measuring wheel is balanced to keep a straight line without special skill on part of operator. Has hand-locking brake. The Maintenance Co., Inc., 10-40—45th Ave., Long Island City 1, N.Y.



WIRE DRAWING MACHINE, designed for manual, semi-automatic, or fully-automatic operation. Suitable for all types and grades of material from high-tensile steel to pure aluminum. Has five 28" dia. blocks, with fully installed power rated at 408 HP, maximum rod capacity ½" dia., drawing high carbon steel at a finishing speed continuously adjustable from zero to 700 feet per minute. MH. Machines, 19002 Lomond Blvd., Cleveland 22, Ohio.



10-HP VARIABLE SPEED HYDRAULIC TRANSMISSION, from zero to 1600 rpm for high torque. Drive at 1800 rpm or less with any 2 to 10 HP motor or 20 HP gas engine. Ball and roller bearings throughout. Compact and light weight: 100 lbs., 22" long (excl. shafts), 13" wide, 16" high. Input shaft 1⅜" dia., 4" long. Output shaft 1⅝" dia., 4" long. Roberts Electric Co., 849 W. Grand Ave., Chicago 22, Ill.

INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM TO THE News Notices Editor . . . for publication.

Ralph P. Muller

Beautylink Shows '61 Increase

Ralph P. Muller, sales manager of Beautylink Fence & Wire Ltd., 70 Wingold Ave., Toronto 19, Ont., Canada, makers of "Beautylink" plastic covered chain link fence fabric, reports brisk 1961 sales. He says that this year's sales figures are showing steady monthly increases, and in April Sales were running 18 percent over the 1960 corresponding period.

The company has been promoting fabric of smaller meshes, and according to Muller "Beautylink is now available in 12, 11, and 9 gauge galvanized steel, vinyl plastic coated, in 2, 1½, and 1¼ inch mesh, in heights of 36, 42, 48, 60, and 72 inches, although heights of from two to 10 feet are also obtainable. The fabric comes in seven colors and 20 color combinations.

Late in April, the company introduced a new type of fluorescent "Beautylink" fabric, developed for special use as a night-time warning fence in dangerous highway locations.

Muller points out that export sales to the United States, the Bahamas, Bermuda, British West Indies, Australia, and other countries account for approximately 80 percent of Beautylink's sales, which are made through exclusive distributors in most areas.

New Incorporations

Union Fence Co., Inc. H. M. and R. B. Van Denburgh, 3217 N. 21st St., Phoenix, Ariz., incorporators.

San Francisco Wire & Iron Works, manufacturing metal folding gates, wire mesh partitions, bar furniture. $200,000–$100 par. Martin H. Seaver, 47 Circle Ave., Mill Valley, Calif.

Noweld Railing Co., to manufacture railing products. $200,000–$100 par. George C. Black, 3907 Duquesne, Culver City, Calif.

Thunderbird Block Fence Co., Scottsdale, Ariz. Incorporators: D. K. Turner, 3021 N. Valencia; B. G. Montague, 4141 N. 45th Pl., both of Phoenix, Ariz.

Gibraltar Fence Co. Move Will Speed Up Deliveries

The Gibraltar Fence Company, manufacturers and wholesalers formerly at 3003 W. 11th St., have moved to new and larger quarters at 1200 Oliver St., Houston 7, Texas.

T. W. Fox, general manager of the company, advises that the new move was necessitated by the continued increase in the volume of business enjoyed by the company, which is entirely wholesale.

The new quarters, near the center of Houston, are situated on a six-acre area, with one acre under roof. Two rail spurs, and an expressway interchange alongside the property—giving quick connections to a network of expressways in all directions—will result in faster and easier deliveries and pickups.

An increased stock of wood and chain link fencing and supplies will be accommodated by the new storage space and yard. A new building will be devoted completely to increased galvanizing facilities.

Arizona Lacks Treating Plants

The Arizona Development Board, 1521 W. Jefferson St., Phoenix, Ariz., states that Arizona's 17 million acres of commercial and non-commercial timberland represents one of the greatest untapped industrial potentials in the Southwest. For example, although Arizona has an almost limitless supply of such fence post timbers as juniper, pinon pine, and ponderosa, it still imports 40 percent of its annual demand for lack of treating plant facilities.

Fence Activity in Phoenix

Fence firms in the Phoenix, Ariz., area showed considerable activity in mid-April, as the following partial listing indicates. Acme Fence Co. installed nine chain link fences at a total cost of $3,262. Sears, Roebuck & Co., eight chain link fences, total $1,778. American Fence Co., six chain link fences, total $2,717. Phoenix Fence Co., three chain link fences, total $761. Western Fence Co., three chain link fences, $835. Sequoia Fence Co., four redwood fences, total $1,518. Montgomery Ward & Co., one chain link fence, $133. Amco Fence Co., one fence, $570. O'Malley Lumber Co., one redwood fence, $990. Fence Construction, one prefabricated block fence, $281.

Regina Canada Fence Projects

The Government of Saskatchewan (Canada) recently received approval from the federal government for two projects involving fences. Both jobs are in the city of Regina: the erecting of chain link fencing for Douglas Park track and field, estimated cost, $8,500; and the installing of a fence around the baseball diamond in Kiwanis Park, estimated cost, $2,700.

Western Canada Builds Plant

Western Canada Steel Ltd., 450 S.E. Marine, Vancouver 15, B. C., Canada, is making plans to build what is believed to be the first wire manufacturing plant in Western Canada. Products to be made include wire fencing, wire mesh, cold bolts, and wire for nails.

Habitant and Anchor lines were featured in recent Home-Flower Show in Milwaukee by Milwaukee Fence Co.

Don Heibler (in photo), sales representative for the firm, reports the company exhibits regularly and successfully at this annual Home-Flower Show.

Milwaukee Fence & Supply Corp., 2738 N. 3rd St., Milwaukee, Wis., reports the show brings in lots of definite leads. The firm holds an Anchor Fence Division agency for Upper Michigan and all of Wisconsin, is the exclusive Milwaukee County outlet for Habitant Fence, Inc., of Bay City, Mich.

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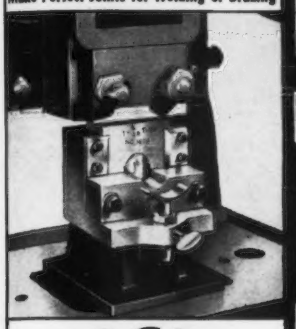

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News Items . . .
Timely and Informative

MORE NEWS—Pages 5, 8, 14, 26, 29

Report New Rust Inhibitor

Research reveals that calcium and zinc molybdates equal or exceed the rust-preventive characteristics of red lead and other inhibitors commonly used. So say scientists at Battelle Memorial Institute, 505 King Ave., Columbus 1, Ohio, where the research was conducted for Climax Molybdenum Co., a division of American Metals Climax Inc. It was also reported that molybdates are nontoxic and white—two other advantages not shared by red lead, zinc chromate, and iron oxide.

Because of the whiteness of the molybdates, it may be possible, by proper formulation, to combine corrosion resistance and decorative finish in a one-coat treatment for metal surfaces.

On a pound basis, molybdates are more expensive than commonly used rust inhibitors. However, in production use the cost would level out. This is because the lower specific gravity of the molybdates, plus the fact that they prove to be more effective when used with extenders, such as talc and calcium carbonate.

Personnel Changes at CF&I

The Board of Directors of the Colorado Fuel & Iron Corp., Continental Oil Bldg., Denver, Colo., has elected Leonard C. Rose as executive vice president; and Rudolph Smith as executive vice president-operations.

At the Colorado Fuel & Iron Corporation's Pueblo (Colo.) plant, these personnel changes have recently been made:

Retired, as superintendent of the rolling and finishing departments, Victor W. Johnson, who joined the company in 1906.

The newly appointed superintendent of the rolling and finishing departments is Harold V. Gumma. Assistant superintendent of the same department is Delbert W. Yarberry.

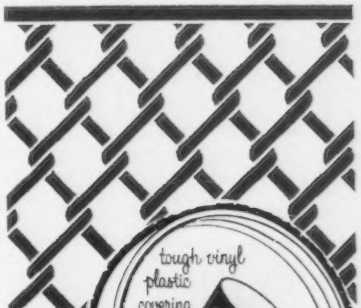
Appointed, division superintendent of the rail mill, 40-inch mill, rod mill, and conditioning unit, Joe W. Krasovich—he joined company in 1925.

Appointed, assistant division superintendent of the merchant rolling and finishing units, Roy W. Randolph. Appointed, general foreman of the rod mill, James E. Bowman, Jr.

K. E. Ellison is the State Materials Engineer, Virginia Department of Highways, 1221 E. Broad St., Richmond 19, Va. A. B. Cornthwaite, formerly the Testing Engineer for the department, resigned recently to accept a position with the Asphalt Institute.

BEAUTY-LINK

NEW PLASTIC-COVERED CHAIN-LINK FENCE IN COLOURS



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Because contemporary colours are built-in-for-a-lifetime into the plastic covering. Can't rust, corrode, fade or stain.

Sells on Price!

Because Beautylink is priced to sell for only pennies more than ordinary uncoated galvanized fencing.

Beautylink is made in 12, 11 and 9 gauge sizes, with 1¼", 1½" and 2" mesh, knuckled or barbed, in heights of 36" 42" 48" 60" and 72". Colours are these: Sunrise Yellow, Forest Green, Alabaster White, Aqua Blue, Coral Pink and Charcoal. Immediate shipment from stock in most sizes and colours.

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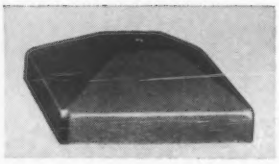

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The 1961 Directory—a few are still left —goes with every new $5 subscription. Two years—$8. Fence Industry Trade News. 127 N. Dearborn St., Chicago 2.

AWARDS—from Page 24

N.J.—Award, by Post Office Department, to A. Pollotta & Sons, Inc., Palisades Park, N. J., for new post office building, Iselin; will include parking and maneuvering area of 11,283 square feet.

N.Y.—Proj. #P-3086, plans for construction of sanitary facilities, County of Erie, est., $1,560,000. Charles G. Spencer, Dir., Erie County Sewer Agency.—Proj. #P-3085, plans for construction of sanitary facilities, Rockland County, est., $12,000,000. Paul F. Mundt, Supervisor, Town of Clarkstown.—Proj. #CH-133(S), plans for construction at University of Buffalo, Buffalo, est., $3,690,000. Claude E. Puffer, Vice Chancellor.—Proj. #P-3084, plans for improvements to sanitary system, Poughkeepsie, est., $2,525,000. Thomas D. Mahar, Town Supervisor.—Proj. #P-3083, plans for construction of sanitary facilities, Niskayuna, est., $1,640,850. Robert W. Williams, Town Supervisor.—Proj. #CH-135(D), plans for construction at William Smith College, Geneva, est., $450,000. H. N. Hubbs, Treas.—Proj. #CH-129(D), plans for construction at 8 State Colleges, total est., $14,400,000. Colleges located at Alfred, Canton, Cobleskill, Delhi, Morrisville, New Paltz, Vestal, Fort Schuyler. Clifton C. Flather, Administrative Dir., Elsmere.—Proj. #CH-134(H), plans for construction at Long Island College Hospital, Brooklyn, est., $750,000. William K. Klein, Dir.—Proj. #CH-138(D), plans for construction at Marist College, Poughkeepsie, est., $565,000. Brother Linus Richard Foy, Pres.—Proj. #CH-132(D), plans for construction at Clarkson College, Potsdam, est., $750,000.—Proj. #CH-118(D), plans for construction at Syracuse University, Syracuse, est., $3,000,000. F. Gordon Smith, Vice Pres.—Proj. #P-3088, plans for construction of water facilities, Troy, est., $7,510,200. Neil W. Kelleher, mayor.—Proj. #P-3087, plans for construction of sanitary facilities, Sloatsburg, est., $778,000. John F. McAlevey, mayor.—Proj. #P-3077, plans for construction of bridge over the Mongaup River between Lumberland and Forestburg, Sullivan County, est., $400,000. Mortimer Michaels, Chmn., Board of Supervisors.—Urban Renewal, 23-acre "Academy Street" project, Peekskill, est. net cost, $2,763,958. Edward Conley, Dir., Urban Renewal Project, 1019 Park St.—Urban Renewal, 22-acre "Water Street" project, Newburgh, est. net cost, $3,063,810. John M. Kenney, Dir. of Urban Renewal, City Hall.

N.C.—Proj. #CH-42(D), plans for construction at East Carolina College, Greenville, est., $1,215,000. F. D. Duncan, Vice Pres.—Proj. #CH-44(D), plans for construction at Louisburg College, Louisburg, est., $290,000. C. W. Robbins, Pres.—Proj. #CH-40(D), plans for construction at Western Carolina College, Cullowhee, est., $1,000,000. R. C. Sutton, Vice Pres. for Business Affairs.—Proj. #CH-46(D), plans for construction at Belmont Abbey College, Belmont, est., $500,000. Rev. Jude Cleary, Dean.—Proj. #CH-48(S), plans for construction at Lenoir-Rhyne College, Hickory, est., $600,000. Harry S. Livengood, Bus. Mgr.—Proj. #CH-50(H), plans for construction at Watts Hospital, Durham, est., $585,000. Sample B. Forbus, Dir.—Proj. #PFL-214, plans for construction of water and sanitary facilities, North Asheboro, est., $200,000. Clarence A. Smith, Chmn., Board of Commissioners, North Asheboro-Central Falls Sanitary District.—Urban Renewal, 172-acre "Warnersville No. 1" project, Greensboro, est., $2,185,072. Robert E. Barkley, Exec. Dir., Redevelopment Commission of Greensboro, 505 Banner Bldg.

N.D.—Housing for the Elderly, Fargo, est., $500,000. Sponsor: American Lutheran Homes, Inc.

OHIO—Proj. #CH-113(D), plans for construction at State Kent University, Kent, est., $7,000,000. Emil Berg, Bus. Mgr.—Proj. #CH-104(D), plans for construction at Rio Grande College, Rio Grande, est., $320,000. Paul R. Lyne, Pres.—Proj. #CH-105(D), plans for construction at Hiram College, Hiram, est., $225,000. Franklin B. Buell, Secy-Treas.—Award, by Post Office Department, to Milro Co., Toledo, for new post office building, Toledo, including 18,413 square feet of parking and maneuvering area.—Award, by Post Office Department, to Arthur Rabkin and Ada Rabkin, for new post office building, Mount Healthy Branch, Cincinnati, includes 12,359 square feet of parking and maneuvering area.—Award, by Post Office Department, to Johnson, Drake & Piper, Inc., Terre Haute, Ind., for new multi-story post office building and lubritorium, on Dalton Ave. in Cincinnati, includes paved are of 295,000 square feet.

ORE—Proj. #CH-34(D), plans for construction at University of Portland, Portland, est., $231,000. A. B. Peterschmidt, controller.—Proj. #CH-35(DS), plans for construction at George Fox College, Newberg, est., $594,000. Dr. Milo C. Ross, Pres.—Proj. #P-3070-3071, plans for construction of trunk sanitary system, Multnomah County, est., Maplewood trunk, $199,600, Vermont Hills trunk, $88,250. James Gleason, County Commissioner.

PA—Award, by Military Industrial Supply Agency, Philadelphia, to A. M. Byers Co., Pittsburgh, for 93,665 ft. wrought iron pipe, bid cost, $59,995.—Proj. #P-3269, plans for additions and improvements to water system, Jacobus, est., $89,500. Homer J. Geiselman, Borough Secy.—Proj. #CH-117(D), plans for construction at La-Salle College, Philadelphia, est., $665,000. Brother Daniel Bernian, Pres.—Proj. #P-3266, plans for construction of two railroad bridges including approaches, over the Youghiogheny River, McKeesport, est., $5,644,000. Andrew J. Jakomas, mayor.—Proj. #CH-131(D), plans for construction at Dickinson College, Carlisle, est., $675,000. Dr. George Shuman, Jr., Financial Vice Pres.—Proj. #CH-137(D), plans for construction at Pennsylvania Military College, Chester, est., $600,000. Raymond J. McCaffrey, Financial Vice Pres.—Proj. #P-3263, plans for construction of main building at Highland Park Zoo, Pittsburgh, est., $1,800,000. Robert J. Templeton, Dir., Dept. Parks & Recreation, City of Pittsburgh.—Proj. #CH-120(D), plans for construction at St. Francis College of Loretto, Loretto, est., $1,200,000. Rev. Columba J. Devlin, Pres.—Proj. #CH-101(D), plans for construction at University of Pennsylvania, Philadelphia, est., $1,266,000. Henry R. Pemberton, Financial Vice Pres.—Proj. #P-3270, plans for construction of sanitary facilities, Burough of Topton Municipal Authority, est., $970,000. Max R. Croddy, Chmn.—Urban Renewal, 58-acre Hazle Street project, Wilkes-Barre, est. net cost, $3,995,725. Henry D. O'Karma, Exec. Dir., Redevelopment Authority of the City of Wilkes-Barre, 11 W. Market St.—Urban Renewal, 12-acre "Connerton" project, Connerton, est. net cost, $320,608. Frank Diehl, Exec. Dir., Redevelopment Authority of the County of Schuylkill, Court House, Pottsville.—Award, by Post Office Department, to Me-Jer Corp., Bryn Mawr, for new post office building, Willow Grove, includes 14,635 square feet of parking and maneuvering area.—Plans by Post Office Department, for construction of new post office building, Glenside, will include 12,500 sq. ft. parking and maneuvering area.

News Items . . .
Timely and Informative

MORE NEWS—Pages 5, 8, 14, 26, 27

Aluma-Rail, Inc., 44 Passaic Ave., Kearny, N. J., is making and marketing two types of aluminum fences: chain link, and post and rail. The latter type is manufactured in eight-foot sections consisting of a post and two horizontal beams (like the rails of a wood fence). Each section is readily attached to the next one.

All necessary fencing (for horse corrals and stables, pasture areas, bridle paths) will be included with the two-acre lots now being sold for housing development, in the metropolitan Denver, Colo., area, by H. B. Bolas Enterprises, Littleton, Colo. The subdivision is known as Meadowgate Farms.

Carnahan Fence Co., manufacturers of fence fittings, at 2215 S. Campbell, Springfield, Mo., has changed the firm name to Carnahan-White. The address remains the same.

Central Purchasing Fence Co., 5444 W. 44th Ave., Jefferson, Colo., has been issued a new state store license. The store will be opened under the management of Edwin D. Reed.

The Lannis Corp., 4411 Poplar Level Rd., Louisville, Ky., has opened a new store and sales display room at 3450 E. 7th Ave., Columbus, Ohio. The new firm will be known as Lannis Fences of Columbus, Inc.

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Calendar of Trade Show Events

Western Plant Maintenance & Engineering Conference, Jul. 18-20, 1961, Pan Pacific Auditorium, Los Angeles, Calif.

National Hardware Show, Oct. 2-6, McCormick Place, Chicago, Ill. Arrangements have been made with the Pennsylvania Railroad to piggyback exhibits from McCormick Place to the Coliseum in New York City, for the Eastern Lawn, Garden, and Allied Products Trade Show, Oct. 20-22.

Industrial Building Exposition & Congress, Sept. 25-28, New York Coliseum, New York City. Management: Clapp & Poliak, Inc., 341 Madison Ave., New York 17, N. Y.

Western Building Industries Exposition, 2216 S. Hill St., Los Angeles 7, Calif. First annual trade show Oct. 7-10, in Los Angeles. Sponsored by the Western Building Industries Council.

National Retail Lumber Dealers Association, 302 Ring Bldg., Washington 6, D. C., will hold its eighth annual Building Materials Exposition, November 4-7, at McCormick Place, Chicago.

Century 21 International Exposition, the first U. S. world's fair since 1939, is scheduled for Apr. 21-Oct. 21, 1962, Exposition Building, Seattle 9, Wash. A 550 foot "Space Tower," topped by a revolving restaurant, will be one of the feature attractions. It will afford a panoramic view.

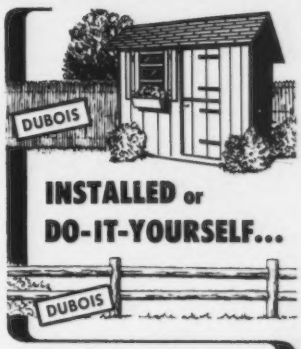
Michigan Wood Fence Manufacturing Co., recently filed assumed name papers. Filer; George H. LaRochelle, 802 S. Hamilton Ave., and 1585 Glendale Ave., Saginaw, Mich

Reed Supply Co.,2749 Park, Memphis, Tenn., is the new name for the company formerly known as Fences, Inc.

Reynolds Metals Co., 6601 W. Broad St., Richmond 18, Va., is cosponsoring (with Viking Development Corp.) an urban renewal project of 98 townhouse units near the central business district of Richmond. The community facilities in the project will involve aluminum fencing and an aluminum swimming pool.

Six-foot high fences will surround much of the area in which a million hardshell clams were planted this spring, at the Oceanographic Institute's Marine Laboratory on the Gulf of Mexico. A test is being made to determine if clams will grow faster in Florida waters than in the waters of Long Island Sound.

Universal Atlas Cement Division, United States Steel Corp., 100 Park Ave., New York 17, N. Y., has named Fred L. Wagner vice president-customer relations, a newly created position, involving added and closer contacts with the construction industry.



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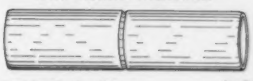

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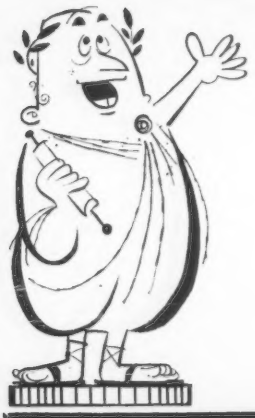

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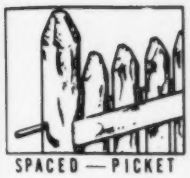
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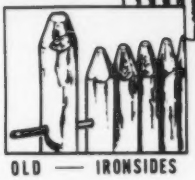
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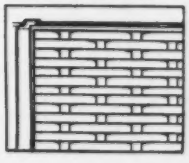

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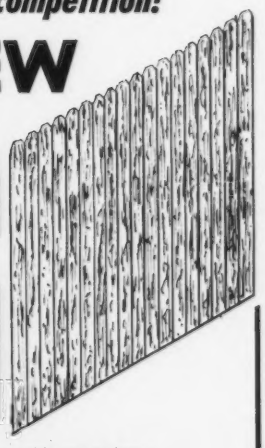

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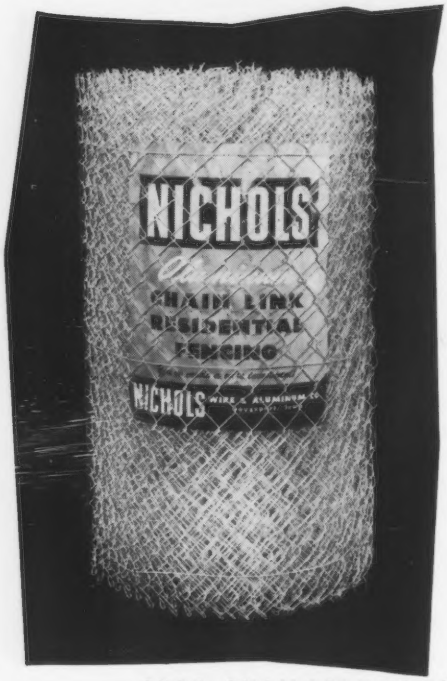

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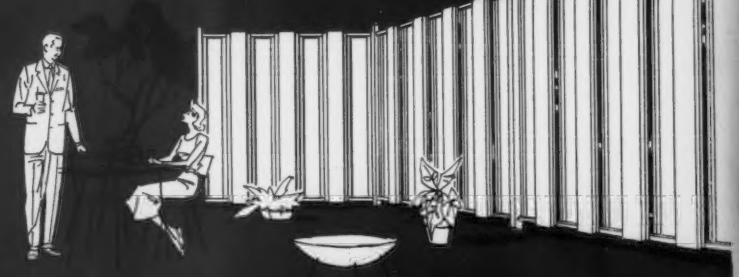

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